

# Rudy Lai

## PMP®, PSM I

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### Professional Summary

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- Certified Project Management Professional (PMP®) and Marketing Communications specialist with 8+ years of experience in internal and external project development
- Designed and developed [www. areyou dew why.com](http://www. areyou dew why.com) with WordPress to present blog posts, biography and testimonials effectively
- Specialized in forming and leading cross-functional teams in executing projects on time and on budget
- Built and maintained the official Discord server for the PMI's Canadian West Coast Chapter

### Skills

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- **Project Management:** Agile & Waterfall methodologies, Scrum, project planning & execution, risk management
- **Tools:** Microsoft 365, Google Workspace, Slack, Jira, WordPress, MailChimp, Canva, Tableau, GenAI
- **Soft Skills:** Cross-Functional Team Leadership, Innovative & Creative Problem Solving, Empathy, Collaboration, Adaptability, Accountability, Integrity, Conflict Resolution, Mediation, Public Speaking, Perseverance, Grit
- **Languages:** Native & Bilingual: English & Chinese, Conversational: Japanese

### Professional and Volunteer Experience

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#### Division Manager (Project Manager), Freelance (Remote)

Nov 2023 to Present

#### Productive Playhouse, Vancouver, BC

*Productive Playhouse is a premium data service production company offering transcription, translation and localization services in more than 300 languages.*

- Developed and executed a comprehensive translation assessment to evaluate the skills of 200+ freelance translators, enhancing the selection process and resulting in a 100% accuracy rate through a tiered evaluation process and continuous feedback loop
- Accelerated project initiation by adapting the onboarding process for 32 translators, reducing onboarding time by 1 month compared to other teams, resulting in boosted project efficiency and 100% on-time deliveries
- Conducted weekly risk assessments to identify potential bottlenecks and promptly escalated critical issues to operations, ensuring proactive risk mitigation

#### Membership Engagement Specialist (Volunteer)

Aug 2023 to Present

#### Project Management Institute, Canadian West Coast Chapter (CWCC), Vancouver, BC

- Planned and executed the successful introduction of the PMI CWCC Discord Server, implementing targeted communication strategies and interactive content. resulting in heightened member engagement
- Installed security and operational bots on the Discord server, minimizing issues and maintaining professionalism on the server
- Spearheaded the implementation of engagement programs, clearly defining workflows and providing detailed process documentation. Mentored content specialist, leading to an increase in member activity
- Actively supported events like EA Studios Tour and MOSAIC: Strategic Job Search Mastery

#### Copywriter/Assistant Manager, Marketing Communications

Oct 2016 to Oct 2022

#### Cherrypicks, Hong Kong

*Cherrypicks is a regional SaaS technology leader specializing in making cities smarter through micro location intelligence, FinTech, HealthTech, PropTech, EdTech, and enterprise blockchain solutions.*

- Acted as the primary point of contact for cross-functional teams of software engineers, creatives, and management, reducing creative project turnaround time by 50% through effective communication, and refined procedures
- Cultivated strong internal and external stakeholders relationships by organizing meetings to define creative project scopes and timelines, maintaining a 100% on-time record
- Administered resource allocation and workload delegation by leveraging personalized communication plans to realize timely and budget-compliant delivery of creative initiatives with 100% client satisfaction.
- Elevated team efficiency and minimized errors by implementing a kanban task prioritization system and leading the creative team with detailed, practical solutions, resulting in a 25% decrease in rework
- Oversaw the transition of the CMS from Drupal to WordPress, developing department processes, and revamped the workflow for creatives to trim website update time by 50%
- Authored and published the formal corporate monthly e-newsletter, growing the subscriber count by 75% year-over-year
- Project managed internal and external cross-functional teams to ensure compliance with guidelines and deadlines by implementing a comprehensive project tracking system, resulting in 10+ award-winning campaigns to increase brand awareness

### **Project Lead**

**Oct 2015 to Oct 2016**

#### **Lalamove, Hong Kong**

*Lalamove is an on-demand last mile delivery mobile app. The logistics startup is one of the first home grown startup unicorns in Hong Kong.*

- Initiated and supervised the driver advertising campaign, hiring, training, and managing a team of 5 to execute 300+ mobile advertisements. Attained a 90% retention rate, the highest in the SEA region, by refining the sticker application process within 3 months
- Transformed the corporate team, ensuring 100% city coverage for corporate clients by optimizing project compliance, conducting A/B testing to refine strategies, and streamlining the client onboarding process
- Co-managed the Google Project, generating tailored SOPs for a team of 6+ dedicated customer service staff and 30+ delivery vans and personnel, earned a 90% customer satisfaction rate by implementing training sessions and performance reviews
- Facilitated daily driver training to ensure adherence to work prioritization protocols, and customer service best practices, resulting in continuous improvement in driver performance and service quality

*\*Additional eCommerce, Teaching and Customer Service Experience Available Upon Request.*

### **Certifications**

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| • <b>Google Digital Marketing &amp; E-commerce Specialization</b><br>Coursera   Credential ID VTTF8479TYEM | Jun 2023             |
| • <b>Google Data Analytics Specialization</b><br>Coursera   Credential ID UYCUSNZ9K9MB                     | May 2023             |
| • <b>Localization Project Manager Course</b><br>Localization Academy   Credential ID 65607757              | Mar 2023             |
| • <b>Professional Scrum Master™ I (PSM I)</b><br>Scrum.org   | Feb 2023             |
| • <b>Project Management Professional (PMP)®</b><br>Project Management Institute   Credential ID 3301763    | Aug 2022 to Aug 2025 |

### **Education**

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| • Bachelors of Arts<br><b>University of British Columbia</b> | Vancouver, Canada |
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