# MICHAEL NADEW

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## Objective

Detail-oriented professional with a background in merchandising, marketing, and project management. Skilled in content curation, analytics, and digital content management, with a proven ability to execute campaigns and manage multiple priorities effectively. Strong interest in app ecosystems and adept at working within cross-functional, international teams to optimize store merchandising initiatives.

## EDUCATION

**B.S., Management Information System**, San Jose State University, San Jose, CA, Expected Graduation: May 2026
Relevant Coursework: Business Programming, Database Management Systems
**A.S. Business Administration,** Mission College, Santa Clara, CA
Relevant Coursework: Financial Accounting, Managerial Accounting, Calculus for Business, Business Law
**Cert, Project Management Support**, Year Up, San Jose, CA
Relevant Coursework: Interpersonal Communication, Fundamentals of PM, Business Communication, Intermed MS Excel, Agile Project Management.

## Experience

**Google Play Merchandising Associate**, Google Play vis Vaco, Remote | August 2022 – August 2023
- Directed global marketing campaigns, leveraging data-driven insights and A/B testing to enhance customer engagement through optimized strategies and measurable performance metrics.
- Led cross-functional teams, coordinating marketing, IT, and development efforts to streamline project workflows and ensure timely completion of deliverables in high-pressure environments.
- Managed marketing asset creation using Asana, optimizing workflows and reducing launch timeframes by implementing efficient scheduling and risk management processes.
- Conducted performance analysis to identify trends, refine customer targeting, and develop actionable insights for improving campaign outcomes and reducing operational inefficiencies.

**Campaign/Marketing Project Management Intern**, Ubisoft, Remote | February 2022 – July 2022
- Led the execution of global marketing campaigns, using customer insights to drive a 30% increase in engagement, demonstrating Executed global marketing initiatives by transforming customer insights into impactful strategies, ensuring alignment with project goals and business objectives.
- Collaborated with cross-functional teams to improve project workflows and deliver key results, showcasing expertise in project management and stakeholder engagement.
- Optimized asset delivery workflows using Microsoft Project, enhancing efficiency and ensuring successful execution of high-visibility campaigns under strict deadlines.
- Performed data analysis to evaluate project performance, identify improvement areas, and drive resource allocation strategies, contributing to measurable campaign success.

**Trust & Safety Analyst**, Accenture, Sunnyvale, CA | January 2020 – January 2022
- Developed and implemented content moderation policies, streamlining workflows and increasing operational efficiency by identifying key improvement areas.
- Monitored and resolved patterns of abusive content by conducting in-depth data analysis, improving response processes and showcasing problem-solving capabilities.
- Partnered with IT and data teams to design scalable reporting mechanisms, enhance data accuracy, and drive stakeholder communication to improve outcomes in IT and compliance projects.

## Skills and Certifications

- **Certifications:** Google Project Planning, Agile Project Management, Project Management Support (Year Up), Technical Support Fundamentals, Project Management Specialization (Coursera).
- **Technical Skills/Software:** Google Sheets, Excel (VLOOKUP, VBA), Power Query, Microsoft Project, Microsoft Visio, Asana, Microsoft Teams, Google Analytics
- **Key Skills:** Project Lifecycle Management, Cross-Functional Collaboration, Stakeholder Management, Risk Management, Timeline Management, Process Improvement, Communication, Agile Methodologies, Data Analysis, Workflow Optimization.

## Volunteer Experience

**Club Member** – Lion Head Toastmasters, San Francisco, CA  Aug 2021 – Dec 2021
- Developed leadership and public speaking skills, facilitating meetings, leading discussions, and improving team collaboration—skills that support effective project communication and stakeholder management in an IT project environment.