

CRYSTAL TRUJILLO

SENIOR PROGRAM MANAGER

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PROFESSIONAL SUMMARY

Senior Program Manager with 14+ years of experience leading high-impact programs across SaaS, operations, and digital transformation. I'm a Jira power user and AI-savvy operator who builds scalable systems and streamlines execution through structure data, and people-first leadership. Recognized for driving a 40% increase in team velocity, contributing over \$1M in revenue growth and aligning stakeholders around measurable outcomes. From ambiguity to execution, I turn strategy into results.

SELECT ACHIEVEMENTS

- **Agile Implementation** | Led a full Agile transformation for a non-technical, change-resistant creative department. Introduced Jira, coached mindset shifts, and built a self-sustaining delivery system that increased velocity by 40% and fostered long-term team autonomy.
- **Operational Foundations** | Built and scaled the Acquisitions department from the ground up, partnering with the VP to design the operational playbook used to integrate 150+ acquired locations over 3 years. Standardized onboarding and integration, aligned CapEx planning and created cross-functional frameworks still used across the business.
- **Strategic Advising** | Redesigned cross-functional intake and prioritization frameworks for a high-growth SaaS agency, resolving delivery bottlenecks and aligning product, engineering, and marketing teams. Enabled scalable workstreams, reduced duplicative effort, and improved velocity without adding headcount

WORK EXPERIENCE

Senior Project Manager

BlueModus | Remote | 05/2023 – Present

Led a 12-person Agile team through complex digital initiatives - delivering high-impact web transformations from concept to launch for enterprise clients across multiple industries.

- Managed \$4M+ in annual budgets; collaborated with the Strategic Director to implement value-based delivery models that contributed to \$1M+ in contract expansions
- Implemented Agile delivery and Jira automation workflows, quickly boosting visibility and delivery predictability by 20%
- Coached internal and new PMs on Jira workflows, automation, and scalable process design—driving consistency, reducing manual effort and increasing overall process engagement by 30%
- Partnered with client stakeholders to identify structural gaps and co-develop scalable transformation roadmaps- strengthening relationships, deepening trust and expanding long-term project opportunities
- Directed cross-functional delivery across Strategic, Tech and Design teams for digital transformation, website modernization and redesign initiatives

Project Manager, Brand & Design

NZXT Inc. | Remote | 09/2021 – 01/2023

Directed global creative operations across 80+ projects, including product launches, GTM campaigns, sales enablement, and community initiatives. Managing overlapping timelines in a fast-paced, cross-functional environment

- Boosted delivery velocity by 40% by standardizing Jira workflows and fostering Agile adoption- enabling self-sufficient team processes
- Developed scalable delivery frameworks by mapping existing workflows, identifying bottlenecks, and collaborating with cross-functional leads - standardizing execution, improving prioritization, and increasing delivery consistency across programs
- Redesigned the creative intake process and introduced RACI models across Creative, Marketing, and Product - clarifying ownership and reducing project misalignment
- Mentored team leads in Agile practices, stakeholder management and leadership resulting in increased process adoption by 30% and contributing to 5 internal promotions
- Launched a recognition program that improved org-wide morale and increased engagement by 15%

Product Education, CMS

Simpleview Inc. | Tucson, AZ | 09/2018 – 09/2021

Served as the central communications and training lead for the company's CMS SaaS platform - driving product adoption, release strategy and client education across 200+ global destination marketing orgs

- Partnered with Sales, Marketing, Product, and Tech to align platform releases and beta launches
- Led one-on-one, webinar and conference trainings to drive CMS adoption and internal enablement
- Owned all CMS communications, including product messaging, updates, and marketing blogs
- Supported DAM, VisitApps, and UGC adoption through client training and user group feedback
- Co-led the first DEI initiative by building the foundational framework for Corporate Social Responsibility

Project Developer - Operations - Analyst - HR

CWP dba Mister Car Wash | Tucson, AZ | 02/2011 – 09/2018

Drove operational strategy, communication, and workforce analytics during a period of rapid national expansion and acquisition.

- Founded and scaled the Acquisitions & Integration department—standardizing onboarding processes for 150+ locations across 3 years
- Developed a biweekly newsletter for corporate updates to 50+ field managers
- Led compensation and workforce analytics- contributing to strategic decision-making
- Served as liaison between corporate and field leadership - supporting 50+ locations

SOFTWARE & TOOLS

- **Project & Collaboration Tools:** Jira, Confluence, Smartsheet, Asana, Trello, SharePoint, Slack, Microsoft Project, Google Workspace, Microsoft Teams
- **Creative & Productivity Platforms:** Adobe Creative Cloud, Figma, Canva, Tempo, Zoho, Microsoft Suite

CERTIFICATIONS

- Strategic Leadership & Management Certification | *In Progress*
- Google AI Essentials | 2025
- Google Project Management Certificate | 2023
- Master's Certification CRM, CMS, EMM | 2021