

CRYSTAL TRUJILLO

SENIOR PROGRAM MANAGER

PROFESSIONAL SUMMARY

Strategic leader in program and project management with a track record of delivering transformational outcomes across global teams and industries. Known for turning strategy into execution through cross-functional alignment, scalable governance, and a people-first mindset. 14+ years of experience navigating complexity, driving change, and delivering measurable impact across Agile, Waterfall, and hybrid environments - aligning strategic goals with tactical execution and delivering scalable, high-impact solutions throughout the program and project lifecycle.

WORK EXPERIENCE

Senior Project Manager

BlueModus | Remote | 05/2023 – Present

- Led a \$4M cross-functional project portfolio spanning digital transformation, end-to-end website redesigns, and enterprise web modernization across multiple client industries
- Spearheaded Agile operating model improvements, introducing Jira automation and metrics that enhanced delivery predictability and team velocity by 20%
- Led internal training efforts on automation practices, structured project frameworks, and client engagement strategies to strengthen delivery quality and team alignment
- Oversaw resource management, budgeting, and operational delivery while collaborating on contract expansion strategies—contributing to over \$1M in additional revenue
- Collaborated with technical, product, and design leads to align roadmaps, project planning, and execution strategies with customer objectives, prioritizing value delivery and iteration

Project Manager | Brand & Design

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

- Directed global creative operations across 80+ concurrent B2B and DTC campaigns, supporting go-to-market strategy and product launch initiatives
- Introduced Agile frameworks within Jira to establish self-organizing teams, resulting in a 40% improvement in team velocity and delivery confidence
- Facilitated cross-functional alignment across product, marketing, sales, eCommerce, and executive leadership to manage dependencies and execute on strategic roadmaps
- Developed and implemented a global 'Kudos' recognition program that improved morale, encouraged peer-to-peer appreciation, and increased performance visibility across functions

Product Education | CMS

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

- Led and presented training and documentation programs for a CMS SaaS platform used by 200+ international clients in the Destination Marketing industry
- Acted as lead across CMS product releases, ensuring synchronization of GTM strategy, training, stakeholder communications, and change management
- Advised internal teams as a CMS product SME, supporting adoption of digital tools (DAM, VisitApps, UGC) and improving internal alignment around product features and evolution

- Collaborated with the User Group team to support client engagement and feedback integration, and co-led the company's first DEI initiative through a corporate social responsibility program

Project Developer | Operations | Analyst | HR

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

- Established and led the Acquisition department from inception, designing strategy and processes to support rapid growth. Successfully integrated 150+ newly acquired locations over three years with an emphasis on change management, operational readiness, and cultural alignment.
- Created communication and process frameworks across Operations, HR, and Field teams, including launching a weekly company-wide newsletter to support alignment and visibility
- Led business and compensation analytics that shaped executive-level decisions, driving improvements in pay equity, workforce planning, and strategic forecasting
- Served as the operational liaison between corporate and 50+ field managers—acting as a field advocate and conduit for key information flow and alignment

KEY SKILLS

- Program & Project Management
- Strategic Planning & Execution
- Agile, Scrum & SAFe Methodologies
- Scalable System & Governance
- Stakeholder Management
- Process Optimization
- Risk Management & Mitigation
- Budgeting & Resource Allocation
- Team Development & leadership
- KPI & Performance Frameworks
- Cross Functional Communications
- AI Process Automation & eLearning

SOFTWARE & TOOLS

- Jira | Confluence | Smartsheet
- Microsoft Suite | Teams | Project
- Google Workspace | Sheets
- SharePoint | Slack | Asana | Trello
- Adobe Creative Cloud | Figma | Canva | Tempo | Zoho

INDUSTRIES

- Technology | Digital Marketing | Web Services
- Retail & Consumer | Mergers & Acquisitions
- Non-Profits | Education | Training & Development

EDUCATION & CERTIFICATIONS

- Kentico Marketer Certificate | 2024
- Google Project Management Certificate | 2023
- Simpleview Master Certificate in CRM, CMS, EMM | 2021



CONTACT

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