Char-Leen Craner

Marketing Operations & Creative Program Manager

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SUMMARY

Marketing Operations and Creative Program Manager with 10+ years running high-volume marketing production for brands including AT&T, Disney+, ESPN, Hulu and Lucky Brand. Currently scaling a localized retail program across ~5,000 AT&T stores, where automating creative intake cut timelines from 15 to 8 weeks. Builds AI-enabled workflows that help cross-functional teams ship faster, on time and on brand.

SKILLS & PROGRAMS

Skills: AI & Workflow Automation | Marketing/Creative Operations | Program/Project Management: Agile / Scrum | Intake & Process Design | Resource Capacity Planning | Cross-functional Leadership | Stakeholder Management | Vendor Management | Budget Tracking | QA

Programs: Claude Cowork | ChatGPT | Gemini | Lovable | NotebookLM | Workfront | Asana | Jira | Monday | Smartsheet | Salesforce | Shopify | Adobe Creative Cloud | Figma | Canva | CapCut | Google & Microsoft Suite

EXPERIENCE

Marketing Support Manager | AT&T (October 2025 - Present)
Hybrid Contract

- Launch a new localized window-vinyl program to ~5,000 retail stores nationwide.
- Direct creative production of exterior window vinyl graphics and coordinate approvals across ~25 stakeholders and 6 teams including retail marketing, brand, finance, store design and multiple external print vendors.
- Design and automate the creative intake workflow for retail installations, cutting the end-to-end timeline from 15 to 8 weeks.
- Pilot a City Connect program to support community activations across 12 markets, launching geotargeted campaigns using consumer-behavior insights to shape local messaging.
- Apply AI tools daily to speed up market research, content design and campaign concepting.

Creative Producer | CLEAResult (July 2024 - January 2026)
Remote Contract

- Managed ~10 utility clients, including SoCalGas, Portland General Electric, CenterPoint Energy and AEP Texas, delivering campaigns across print, web, email and paid media for programs reaching millions of customers.
- Owned 90–100+ deliverables a month, directing timelines, QA and partners across marketing, legal and web dev.
- Forecasted and tracked a $500K annual print and direct-mail budget with finance and procurement, delivering direct-mail campaigns to 10K–20K recipients a month.
- Ran full-lifecycle website builds through CMS migration and staging QA.
- Stayed on part-time through Jan 2026 to keep print production running after multiple team departures.

Creative Project Manager | 2U – Parent company of edX (July 2023 - July 2024)
Remote Contract

- Directed 50+ concurrent projects/week across web, paid media and email for higher-education clients, sustaining consistent on-time delivery under constant re-prioritization.
- Partnered with Engineering PMs to lead the legacy Jira to Jira Cloud migration, documenting workflows and standardizing tracking across the marketing team.

Senior Creative Marketing Project Manager | Aspiration (now GreenFi) (July 2022 - June 2023)
Hybrid Contract

- Established creative operations across B2B and B2C, aligning cross-functional teams and reporting capacity + OKR progress to senior leadership.
- Oversaw the flagship website redesign by coordinating between brand, UX/UI, SEO and dev during CMS migration.
- Managed an Associate PM and owned the development of B2B presentations + event materials to support the business development team.

Digital Creative Project Manager | Questus (August 2021 - July 2022)
Remote Contract

- Led paid social + CTV production for Disney+, Hulu and ESPN. Built client onboarding workflows and managed static, motion and video assets.
- Localized campaign assets for LATAM and APAC with regional marketing managers, keeping execution culturally relevant.

Digital Marketing Creative Project Manager | Lucky Brand (April 2018 - July 2021)
Full-time

- Rebuilt creative intake in Basecamp, then migrated the team to Asana with training and process documentation, cutting turnaround from 2 weeks to 5 days.
- Managed 3 designers and 2 copywriters alongside the Art Director, reallocating resources as priorities shifted.
- Planned seasonal campaign production across paid social, email, web and in-store print, managing vendors through launch.
- Coordinated assets for partnerships with Coachella, Pride, Bohemian Rhapsody and Rocketman (landing pages, email, sweepstakes, social, events), securing approvals from Rolling Stone, Fox and Paramount.

Program Manager, University Relations | Google (October 2015 - April 2016)
Onsite Contract

- Owned travel and hotel coordination for invite-only, multi-day research conferences hosting leading AI (DeepMind) and IoT researchers.
- Planned and executed experiential after-party events end to end: managed food, beverage and entertainment vendors, sourced décor, designed event layout and coordinated setup.
- Ran on-site check-in/check-out, serving as the main on-site point of contact for attendees throughout each conference.
- Administered payment processing for a $1.5M global scholarship program supporting the researcher community.

Earlier Experience: Client Success Manager, The UX Clinic | Executive Assistant, Heal | Technical Recruiting Manager, Uber & Salesforce

Founder Venture: Crystal Rose Collections (2021 - Present) - Built and run a DTC jewelry brand on Shopify, my lab for AI-powered content and marketing workflows.

EDUCATION & CERTIFICATIONS

- UC Berkeley - B.A. Sociology & International Human Rights
- Certifications: AI for Digital Marketing (Davidson College) | AI Technology for Marketing Optimization (Davidson College) | AI for Marketing Strategy & Creativity (Davidson College) | Generative AI (IBM) | Google Project Management