

Katy German

Pacifica, CA

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Work Experience

Pegma Studio, Founder

Dec 2023-present

Sole-proprietor studio owner creating original real-world artworks for home and clinical care interiors.

- **Building agentic systems to perform production, marketing, and business activity** such as asset management, competitive intelligence reports, and social media calendar.

Everpure, Senior Manager, Brand Programs

Jul 2022-Jan 2026

Project Manager/Producer for high-impact events and complex programs. Owned creative marketing operations. Managed distributed team of project managers, producers, and coordinators.

- Annually delivered **160+ projects across 8-12 campaigns**.
- Built cross-functional workflows with Marketing ops, established cross-team operational framework to **build a single-source-of-truth work management system**.
- Aligned with Marketing leadership, drove change management for move to Asana and Frontify. **Shortened turnaround 20%, automated simple delivery and archiving**.
- Built agent-powered status and alert dashboards, **eliminating delays for stakeholders**.

Upwork, Senior Program Manager

Apr 2015-Jun 2022

Project Manager/Producer for campaigns, programs, and events. Owned creative marketing operations. Managed distributed PM/Ops team. Built and managed complex workflows, systems, and documentation from scratch in a startup environment.

- Annually delivered **120+ projects across 6-10 campaigns and events**.
- Initial plan efficiencies **scaled output 25% in year 1 and 40% by year 4**.
- **Supervised, scaled, and mentored the operational team** over 6 years from team of one to **team of 8**.

MediMedia US, Senior Program Manager

Feb 2013-Oct 2014

Managed creative, legal, and regulatory review, delivery, and in-market analysis activity for drug launches, focus groups, in-person training, and brand programs for AOR for Genentech.

Tools and Software

Asana, Claude, Smartsheet, Workfront, Trello, Wrike, Hive, Jira, Monday, Brightcove, Frame.io, Frontify, Bynder, Figma, Photoshop, Illustrator, Premiere Pro, Firefly, Marketo, Salesforce Marketing Cloud, NetSuite, Allocadia, Google and MSFT suites.

Education and Certification

Project Management Professional (PMP) Credential #2150205

BA, English Literature. Queens College, CUNY. Flushing, NY