**Katelyn Do**

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**Professional Summary**

High-achieving project manager with expertise in owning a project from start to finish, cross-functional collaboration, and creative problem solving to deliver on project outcomes. Proven ability to manage and audit data systems, build custom reports, and analyze metrics to provide key insights for executive and departmental stakeholders. Adept at leveraging CRM platforms like Salesforce and data management tools like Smartsheet to enhance efficiency, ensure data integrity, and support strategic goals. Use new and emerging technology to a project’s advantage, scale business operations through rapid growth periods.

**Experience**

**Cotulla Education | Project Manager (December 2024**–**Present)**

* Launched a self-service branded products ordering system, empowering all employees with direct, on-demand ordering.
* Fostered organization-wide cohesion by establishing a centralized PMO framework for best practices and documentation, breaking down operational silos and increasing visibility into high-impact initiatives.
* Transformed a critical student-facing process by automating financial aid workflows, which cut internal costs and provided faster, more reliable support to students.

**Age of Learning, Inc.** | **Senior Project Manager (June 2022**–**February 2024)**

* Piloted mission-critical initiatives, increasing revenue from $300K in 2022 to $13M in 2023.
* Streamlined processes, including scheduling, budgeting, and client communications, improving service delivery and team productivity by 84% in 2022 and 99% in 2023.
* Managed key partnerships with 20+ stakeholders and vendors, optimizing operations for an in-house creative agency with a $1M annual budget.
* Orchestrated the planning and execution of a National Leadership Forum for over 40 education experts that paved the way for 4 more iterations the following year.

**2U, Inc.** | **Project Manager, New Product Implementation (May 2017**–**June 2022)**

* Managed 80+ time-sensitive, detailed projects, built custom reports and dashboards for stakeholders to ensure visibility.
* Collaborated with cross-functional teams, including client success and operations, to resolve complex platform challenges and ensure accuracy of customer data records.
* Handled the confidential data and onboarding process for 36 university clients, ensuring the secure and accurate transition of information to internal teams.

**Skills**

* **CRM/Data Management:** Salesforce, Smartsheet, Microsoft Office Suite, Google Workspace, JIRA, Confluence
* **Core Competencies:** Change Management, Stakeholder Management, Budget Management, Strategic Planning, Mentoring/Training, Organizational Communication, Quality Assurance, Client Retention
* **Technical Competencies:** API Integration, Systems Administration, AI Tools (ChatGPT, Copilot)

**Education and Training**

Bachelor of Arts, Anthropology – University of California, Berkeley

Strategic Project Management Certification – Susanne M. Glasscock School of Continuing Studies, Rice University

**Organization**

Community Emergency Response Team (CERT) – City of Monrovia, CA, and City of Lakewood, CO