

DAPHNEE MCMASTER

Senior Creative Operations & Project Manager with 8+ years orchestrating brand, content, and product initiatives in fast-paced creative environments. Seeking project management roles that center on creative production, cross-functional collaboration, and process excellence.

CONTACT

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484.529.5754

www.daphneemcmaster.com

EDUCATION & CERTS

Lehigh University | Complete

Bethlehem, Pa

B.A. Global Studies and English

Minor: Creative Writing

Successful Supervision I & II

Instr. TJ Titcomb | Complete

Cargas

ADDITIONAL EXPERIENCE

Content & Brand Manager

Culture Bugg

February 2025 - Present

Distribution Ops Specialist

UnitedMasters

November 2021 - May 2022

Content Ops Specialist

Vevo

October 2018 - April 2021

CORE COMPETENCIES

Creative Project Management: Branding, Content Production, Motion, Copy, and Design

Workflow Design & Production Processes: Briefs, Roadmaps, and QA

Cross-Functional Leadership: Creative, Growth, Social, and Brand

Planning & Scheduling: Scope, Milestones, Dependencies, Risk management, Capacity

Tools & Systems: Asana/Trello, Airtable, Confluence; YouTube, Meta, TikTok, CMS

Reporting & Communication: Status Dashboards, Executive Briefs, Post-Mortems

Quality & Risk Management: Change Control, Scope Management, Issue Resolution

Stakeholder Management: Diplomacy, Alignment, Escalation, Facilitation

EMPLOYMENT HISTORY

Director/Producer

Staged Plays and Readings | Pennsylvania/New York | September 2022 - Present

- Scoped, scheduled, and delivered live creative productions by coordinating writers, performers, designers, and producers, ensuring clarity across timelines, roles, and deliverables from kickoff through execution
- Built and maintained lightweight creative workflows for rehearsals, feedback, and iteration, resolving scheduling conflicts, creative bottlenecks, and last-minute changes without disrupting quality or momentum
- Enabled complex creative projects to reach on-time, cohesive execution in high-pressure environments, fostering trust, alignment, and sustained collaboration across diverse creative teams

Digital Content Manager

United Way of Lancaster County | Lancaster, PA | May 2024 - July 2025

- Served as the operational lead for digital content execution, coordinating designers, program teams, and leadership to scope priorities, align timelines, and deliver consistent social and web content across multiple initiatives
- Designed and implemented cross-program content workflows, publishing schedules, and governance standards, reducing production friction, improving handoffs, and ensuring brand and compliance alignment across channels
- Increased engagement and impressions across key platforms by introducing standardized short-form video workflows and motion guidelines that improved creative efficiency while protecting brand trust

Project Manager

TAIT | Lititz, PA | June 2022 - August 2023

- Owned project scope, schedules, and budgets for 15+ large-scale live and experiential productions, coordinating engineering, design, and fabrication teams to manage dependencies, mitigate risk, and maintain creative alignment under tight timelines
- Led project planning, documentation, and stakeholder communication by developing centralized project decks, timelines, and leadership briefings that clarified decisions and maintained visibility across fast-moving workstreams
- Increased on-time delivery to 95% by standardizing documentation and asset-tracking systems, reducing downstream execution issues and last-minute production risk in high-stakes environments