

STEPHANIE LAYTON, PMP, CSM, CSPO

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PROGRAM MANAGEMENT LEADER

Senior program manager and producer with over 15 years of experience leading digital marketing, brand strategy, design, UX, and technical programs. Brand-side, agency, and consulting experience. Critical thinker, problem solver, and cross-functional leader with expertise in operations, project management methodologies, and motivational theory.

EXPERIENCE

Airbnb

Lead Program Manager

8/2021 - 1/2025

- Program management lead for strategic company initiatives focusing on the Host Community team
- Managed the requirements gathering, RFP, planning, design, and implementation of a new integrated Host Community enablement platform
- Led Airbnb.com product release cycle coordination and created cross-departmental operating systems to support collaboration and analysis of key dependencies
- Led the host education content development process including photoshoots, video production, copywriting, content QA, localization and CMS implementation
- Managed the design and implementation of a host education learning management system (LMS)
- Established strategic ways of working across marketing, design, product development, BizTech, procurement and legal and built trusted relationships with senior leaders
- Responsible for delivering key programs that expanded awareness of product features, increased product adoption, and grew Host Clubs membership

YETI

Team Lead, Marketing & Creative Program Management

12/2020 - 8/2021

- Senior program management departmental lead for internal marketing and creative services team
- Responsible for successfully delivering campaigns that led to a record \$1B in sales in a constantly evolving COVID-19 environment
- Led the strategic marketing planning process and partnered with cross-functional leaders across product development, e-commerce, legal, and operations to ensure thorough analysis of dependencies
- Evaluated project priorities and gained consensus amongst stakeholders with competing business objectives
- Created processes and documentation, up-leveled the resource management function, and oversaw the acquisition and rollout of new project management and digital asset management tools
- Developed QA and localization processes for high-volume asset delivery

Manager, Marketing & Creative Program Management

12/2019 - 12/2020

- Managed project teams of content producers, designers, developers, copywriters, videographers, editors, brand strategists, and marketers across multiple, concurrent omni channel programs
- Led the YETI.com site redesign that was responsible for increasing site conversions by 20% and CLTV by 10%
- Created planning and reporting initiatives to keep teams on track and leaders informed
- People managed the marketing program management team

Vrbo (an Expedia Group Company)

Lead Program Manager, Global Creative Services

3/2018 - 6/2019

- Lead program manager and scrum master for global marketing and creative services agency
- Managed the Vrbo rebrand and brand identity refresh program and was a consulting stakeholder for the HomeAway and Vrbo brand consolidation program
- Managed campaign execution for a global team of designers, copywriters, developers, videographers, editors, and brand strategists across multiple, concurrent omni channel programs
- Successfully transitioned the team's ways of working from waterfall to agile and markedly increased asset delivery time and campaign success through strategic A/B testing

Senior Program Manager, Global Creative Services

3/2017 - 3/2018

- Program manager for global internal marketing and creative services agency
- Produced global brand and lifecycle marketing campaigns including websites, landing pages, email, social media broadcast TV, OOH
- Managed agency relationships and cross-functional teams; responsible for resource management

Foxtrot Design (a SXSW company)

Director of Accounts

6/2016 - 3/2017

- Account Director and PMO lead for brand strategy, UX, and digital product design agency accounts
- Clients included: Google Creative Labs, SXSW, Austin Film Society

Real Chemistry (formerly W2O Group Agency)

PMO Lead, Analytics and Insights Group

3/2015 - 6/2016

- Senior-level operations, project management, and strategic planning for social analytics business unit of mid-sized integrated marketing agency
- Managed resources for 70+ person team; developed processes, trained, and managed operations
- Clients included: Whole Foods Market, Nike, Red Bull, Coca-Cola, Intel, P&G, HP, CitiGroup, Warner Bros

Senior Project Manager

2/2011 - 3/2015

- Senior-level project management of business development and media and engagement business units

SKILLS & TOOLS

Skills: Project delivery, managing teams, operations and resource management, QA and digital asset management, risk mitigation, test and learn, data analytics, PMO management, brainstorm facilitation, consensus building

Tools: Google Suite, Trello, Jira, Confluence, Asana, Airtable, MS Office Suite, MS Project, Harvest, Box, Dropbox, NetSuite, Smartsheet, Workfront, Basecamp, Visio, InVision, Float, Adobe Creative Suite, Figma, Miro

EDUCATION & CERTIFICATIONS

University of Delaware

Bachelor of Arts - Journalism & Film

PMI

Project Management Professional (PMP)

Scrum Alliance

Certified Scrum Master (CSM), Certified Scrum Product Owner (CSPO)