

# Jeffrey Cedeño

PROJECT & PROGRAM MANAGEMENT · PRODUCT OPERATIONS · DIGITAL DELIVERY

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I lead complex digital work from ambiguity to delivery, creating the plans, operating rhythms, and cross functional alignment that help product, design, technology, and business teams move.

## SELECTED IMPACT

**12+**

Concurrent creative and digital projects supported at Peacock

**15+**

Team members across Design and Design Engineering

**3 Hubs**

Metadata · Image Management · Curation

## EXPERIENCE

### NBCUniversal / Peacock Design Program Manager

New York, NY · November 2022 to Present

- Coordinate cross functional product and design programs for Peacock's Product Viewing organization, aligning roadmaps, stakeholders, dependencies, and Agile delivery rhythms across 12+ concurrent creative and digital projects.
- Develop operating frameworks, governance, and team processes for 15+ team members across Design and Design Engineering, standardizing workflows, hiring guidance, and onboarding resources, with knowledge management across Jira, Confluence, SharePoint, Airtable, and AI enabled tools.
- Partner with Product, Design, Engineering, and executive stakeholders on planning, sprint coordination, and delivery decisions for high visibility initiatives, including 2024 Olympics features.
- Mapped and aligned workflows across Metadata, Image Management, and Curation, establishing shared UX frameworks and contribution guardrails to inform reusable tooling decisions.

## SELECTED PROJECT EXPERIENCE

### The Moderati Ecommerce Project Manager, Contract

New York, NY · October 2022 to June 2023

- Led a three part Xumo.com website launch: B2B, B2C, and employee portal, managing discovery, milestones, UX strategy, content, development, and stakeholder updates.

### Columbia University Clinical Research Project Manager, Contract

New York, NY · January 2022 to February 2023

- Delivered a global clinical research marketing campaign and The Dawn Study website, coordinating scope, UX, IT development, testing, deployment, and executive reporting.

### Edelman Ecommerce Project Manager, Contract

New York, NY · February 2021 to September 2021

- Managed workstreams for Melissa & Doug's 360 marketing campaign, including brand redevelopment, website redesign, commercial production, and social campaign assets.

### Havas Digital Project Manager, Contract

New York, NY · November 2020 to December 2021

- Led Drupal redesign and executive dashboard projects for Viatris and Florida Blue, coordinating developers, designers, and data analysts across discovery through delivery.

## EARLIER DIGITAL PRODUCT & ECOMMERCE EXPERIENCE

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### **Chauvet Professional** Global Marketing Project Consultant

Florida · October 2016 to April 2019

- Developed global brand marketing strategy and launched ChauvetProfessional.com, aligning marketing teams across North America, Latin America, and Europe.

### **Otter Products** Ecommerce Strategy Consultant

Colorado · June 2015 to March 2016

- Led digital expansion for OtterBox and LifeProof into Spanish speaking markets across North America, Spain, and Latin America.

### **Carlo Pazolini** Ecommerce Project Manager, Contract

New York, NY · February 2015 to June 2015

- Launched a U.S. ecommerce microsite and conversion program after 16 store closures, converting 18K customers and liquidating \$500K+ in merchandise within six months.

### **Time Out Magazine** Digital Monetization Strategy Consultant

New York, NY · January 2014 to February 2015

- Directed mobile app launch and affiliate monetization strategy, increasing online national sales by \$24K per month in the first quarter.

### **Lord & Taylor** Ecommerce & Digital Strategy Manager

New York, NY · July 2009 to January 2014

- Managed a \$200M+ annual ecommerce business and an eight person marketing and ecommerce team, contributing to a 10% increase in online sales.

## TOOLS & METHODS

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Jira

Confluence

SharePoint

Figma

Slack

Microsoft 365

Excel

Google Analytics

Agile

RACI

Digital Product Delivery

## EDUCATION

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Fashion Institute of Technology, M.B.A., Global Fashion Management

New York University, B.A., Communications and Journalism