

Aaron Kelley

aaron_kelley@utexas.edu • 660-233-3653

[LinkedIn](#) • Austin, TX, 78744

Program/Operations Manager

Results-oriented professional with extensive experience in driving efficiency, optimizing processes, and achieving strategic objectives. Demonstrated expertise in leading cross-functional teams to deliver complex projects on time and within budget. Adept at analyzing data, identifying areas for improvement, and implementing innovative solutions to enhance organizational performance. Skilled in fostering collaborative relationships, both internally and externally, to facilitate seamless operations and ensure client satisfaction. Possess exceptional communication, negotiation, and leadership abilities to motivate teams and achieve shared goals. Committed to delivering exceptional results in fast-paced, dynamic environments.

Areas of Expertise

◆ Contract Negotiation & Vendor Management	◆ Strategic Planning	◆ Resource Allocation & Scheduling
◆ Performance Measurement & Reporting	◆ Quality Assurance	◆ Project & Risk Management
◆ Budgeting & Financial Management	◆ Decision Making	◆ Process Improvement
◆ Change & Stakeholder Management	◆ Problem Resolution	◆ Team Leadership

Professional Experience

Meta via Crystal Equation, Austin, TX

2022 – 2023

Program Manager IV/Customer Immersions (New Products)

Delivered top-tier operational and strategic assistance, ensuring smooth and exceptional interactions with clients by collaborating with cross-functional teams. Led and implemented diverse immersion projects within Meta's commerce pillar, empowering product teams with invaluable market insights and facilitating development of impactful products like Shop Ads, Meta Shops, Meta Pay, and future conceptualized ideas.

- Recruited and scheduled participants (usually Senior Level Leadership) actively to ensure successful and well-attended event or programs.
- Cooperated with Product Marketing Managers to deliver immersion outputs to organization and senior leadership.
- Created concise client briefs to enhance Meta product teams' comprehension of clients' business during immersion calls by compiling crucial product and market data.

TikTok, Austin, TX

2020 – 2022

Client Solutions Manager, Mid-Market Brands

Developed and expanded post-sale client relationships across three diverse books of business, focusing on onboarding mid-market brands in areas that include CPG, Retail, Healthcare, Pharma, Financial Services, and Education. Conveyed optimization recommendations, post-campaign reporting, and revenue-driving strategies to clients, encompassing creative, bidding, tracking pixels, and overall strategy. Collected client feedback and promoted hypothesis testing for Alpha and Beta test products.

- As a result, these books of business generated roughly 3M in revenue bimonthly (every 2 months).
- Spearheaded creator/influencer collaboration for seamless campaign execution and optimal performance.
- Provided expert training and troubleshooting support for clients managing TikTok Auction Platform campaigns.
- Collaborated with cross-functional teams to troubleshoot client issues and provide valuable product feedback for continuous improvement.

Indeed, Austin, TX

2016 – 2020

Business Development Program Coordinator

Managed global operations of the Indeed Publisher Program, ensuring smooth administration and execution. Utilized Publisher Performance Data for data-driven decision-making and reporting. Communicated with cross-functional teams including Client Services, Sales, Legal, Procurement, Finance, Product, and Engineering.

- Oversaw and allocated a multi-million-dollar annual program budget for successful execution.
- Drove publisher payments, ensuring approval and resolution of payment issues.
- Onboarded and directed global partner relationships, leveraging products to meet business demands and drive growth in key markets.

Publisher/Employer Success Specialist

Addressed publisher concerns and issues due to lack of Program support by implementing custom workflows and responses. Maintained internal wikis, documenting best practices and creating new workflow/procedure documentation.

- Developed lead generation escalation process by evaluating incoming applications.
- Employed employer/publisher feedback by driving internal team enhancements and optimizations.

Facebook via Pro Unlimited, Austin, TX

2014 – 2016

Ads Payments Operations Analyst

Ensured bug identification and resolution by utilizing data analysis to track product trends and troubleshoot system issues. Optimized workflows and scaled operations efficiently by developing and executing strategies. Conducted stress tests to enhance customer experiences by enhancing system/product performance.

- Acquired in-depth expertise in Facebook advertising strategies and implementation.
- Delivered exemplary customer service to over two million Facebook advertisers, addressing billing inquiries and issues with utmost professionalism.

Additional Experience

Marketing/Production Assistant, Performance Sports Marketing and Entertainment, Austin, TX

Marketing Representative, State Farm, Austin, TX

Administrative Clerk, Lackland Air Force Base, Austin, TX

Education

Bachelor of Business Administration in Marketing

University of Texas, Austin

Maymester Study Abroad Program

Leeds Metropolitan University, Leeds, England

Awards

San Antonio Southwest High School Hall of Fame

University of Texas Men's Track and Field Team

2nd Team Academic All-Big 12 Team

University of Texas at Austin Athletic Director's Honor Roll (twice)

Graduated 8th of 630 in High School Senior Class

Certifications

120-Hour TEFL Certificate Course