

Mingwei Ma

SENIOR PROJECT MANAGER

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SUMMARY

Senior Project Manager with 5+ years of experience leading creative and digital projects across agencies and fintech SaaS. Skilled in intake design, prioritization, resource planning, and stakeholder management, with a track record of delivering web and brand work on time while improving reporting, workflows, and launch readiness. Trusted partner for translating ambiguous requests into clear plans, specs, and execution across cross-functional teams.

EXPERIENCE

Subscribe — Founding Product Manager, Fintech SaaS

Oct 2025 – May 2026

- Built a company-wide program management system from scratch in Asana, replacing 100+ unstructured boards with a structured intake process, tiered access model, and tracking mechanisms adopted across 10+ cross-functional teams.
- Owned intake process and backlog for new feature launches, defining required fields, acceptance criteria, and submission workflows so requests were validated before reaching engineering.
- Proactively flagged risks using a P0–P4 incident framework with clear, timely communication to all stakeholders.
- Led kickoffs, sprint planning, and gate presentations with leadership using agile methodologies to ensure successful product releases.
- Delivered a long-stalled pre-qualification feature by re-scoping requirements, coordinating technical execution, and leading QA through to launch.

Wide Eye — Senior Digital Project Manager, Creative Agency

Nov 2024 – Oct 2025

- Led creative project teams to deliver \$2.6M+ in custom brand and web projects for 10+ clients, managing full project lifecycle from kickoff through launch using Asana and Notion.
- Owned day-to-day project operations and resourcing for a blended team of designers and engineers; managed capacity planning, staffing, and workload balancing, helping deliver 90% of projects on time while increasing daily reporting efficiency by 50%.
- Compiled and organized stakeholder feedback, translating ambiguous requests into clear, actionable requirements that accelerated approval cycles by at least one iteration.
- Created templates for project trackers, weekly reports, status updates, and SOWs to proactively align stakeholders, establish KPIs, identify risks, and reduce budget overages.
- Provided guidance on process improvements, building new content management tools in Notion to scale capacity and improve team efficiency by 20%.

Studio Simpatico — Senior Digital Project Manager, Creative Agency

Nov 2023 – Nov 2024

- Managed creative operations for 7+ custom web and branding projects and 20 retainer clients, coordinating cross-functional teams from kickoff to launch and managing resource planning in Linear.
- Led change management from Basecamp to Linear to increase team velocity and output quality, documenting workflows in Confluence.
- Designed and implemented Airtable intake forms, cutting average QA triage time in half.
- Facilitated product design sprints and discovery workshops, converting client ideas into developer-ready functional specs and establishing a repeatable prioritization framework that accelerated development start by two weeks on average.

Studio Simpatico — Project Manager

Jan 2022 – Nov 2023

- Managed 2–3 end-to-end projects while supporting 25+ retainer clients across DTC, wellness, fintech, and non-profit sectors, ensuring timely delivery, client relationship management, and client satisfaction.
- Created automated processes and integrations to reduce back-and-forth communication time.
- Created and tracked project plans, hours burned, task estimates, and sprints to optimize project margins and support budget management.
- Led daily stand-up to unblock team members, resource plan, and mitigate risk.
- Worked closely with UX designers, visual designers, and developers, applying both waterfall and agile methods to deliver projects on time and maintain client satisfaction.
- Performed QA, CMS training, content population/migration, and other tasks as needed to ensure successful launches.
- Delivered tailored customer experiences through discovery workshops and client onboarding, converting 7+ project clients into retainer relationships that drove long-term studio growth.

Vaudeville Ventures — Project Manager

Sep 2021 – Jan 2022

- Created and updated project plans, weekly status reports, and budget trackers in Notion and Airtable, enabling the team to monitor progress and stay within budget.
- Empowered in-house and freelance team members to meet project deadlines by applying creative resource-capacity planning, which improved on-time delivery.
- Managed and produced print and digital marketing assets, including brochures, emails, social media posts, and print ads, using Adobe Creative Cloud and Notion, delivering all assets before client deadlines.
- Identified and implemented workflow improvements in Notion, reducing task turnaround time by streamlining operational processes.

- Coordinated scheduling, compiled weekly status reports, and maintained Asana dashboards for multiple accounts.
- Acted as primary liaison when the account lead was unavailable, maintaining client satisfaction and preventing service gaps.
- Analyzed internal workflows and introduced Asana task templates and a digital asset management system in Airtable.
- Assisted in developing product and brand strategies for healthcare and technology clients, contributing to successful market entry for two products.

SKILLS

Project & Program Tools: Asana, Jira, Notion, Airtable, Confluence, MS Office, Excel

Program & Project Management: Intake Process Design, Roadmap & Backlog Prioritization, Risk Escalation (P0–P4), KPI & Status Reporting, Resource & Capacity Planning, Change Management, Agile Methodologies, Budget Management, Scope Management

Creative Operations: Traffic Management, Marketing Project Management, Building Creative Workflows, Cross-Functional Collaboration, Digital Product Development

Documentation: Writing Functional Specs, Building Operational Systems, Acceptance Criteria, Process Documentation, SOW Writing

Stakeholder Management: Discovery Workshops, Integration Meetings, Requirements Gathering, Client Training & Onboarding, Executive Communication, Client Relationship Management

EDUCATION

B.S., International Trade and Marketing

Fashion Institute of Technology, SUNY

Sep 2016 – Dec 2019 · GPA: 4.0