

ANGIE FERREIRA

Senior Director | Business Transformation, Process Optimization & Change Management

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PROFESSIONAL SUMMARY

Senior business operations executive with 10+ years leading large-scale change management, process reengineering, and workflow automation initiatives across 40+ operating markets. Proven track record designing and implementing standardized frameworks that reduce manual effort by up to 75%, accelerate turnaround times by 40%, and modernize legacy workflows through data driven tools built in SQL, VBA, and AWS. Skilled at building executive buy in and cross functional alignment among Sales, Technology, and Operations stakeholders to drive sustainable operational transformation. MBA candidate (Leadership & Business Analytics), W.P. Carey School of Business, Arizona State University.

CAREER HIGHLIGHTS

- Standardized operations and reporting across 40+ previously independent markets, building a unified best practice framework that eliminated redundant processes companywide.
- Reduced manual data processing 75% by designing and building a new intake and workflow automation process.
- Cut data request-to-delivery turnaround time 40% through redesign of campaign data analysis processes.
- Directed implementation of a Digital Asset Management platform, reducing manual tasks 33% and improving delivery efficiency.
- Rebuilt the annual budgeting and compensation model using Excel/VBA automation, cutting processing time 50% and delivering the company's first on-time budget and compensation cycle.

CORE COMPETENCIES

Change Management • Business Transformation • Executive Storytelling • Process Reengineering & Optimization • Workflow Automation • Cross-Functional Leadership • Stakeholder Management • Business Strategy Development • Standardization & Best Practices • Program & Project Management • Talent Development • Data Analytics • MS Office Suite (Excel, PowerPoint, Word, Access) • VBA • SQL • AWS (QuickSight, Redshift)

PROFESSIONAL EXPERIENCE

OUTFRONT Media

October 2014 – August 2026

Publicly traded, NYSE: OUT

Senior Director, Ad Operations

July 2023 – August 2026

Led the operational strategy and performance of the Proof of Performance Analytics, Photography, Quality Control, and Campaign Trafficking (campaign delivery operations) teams, driving workflow optimization, process standardization, and automation across end-to-end campaign execution.

- Provided strategic and operational leadership across four functions supporting end-to-end campaign execution: Proof of Performance Analytics, Photography, Quality Control, and Campaign Trafficking.
- Designed and built a new intake process that reduced manual data processing by 75%.
- Led automation and optimization of multiple operational workflows, reducing manual processes and increasing team efficiency and consistency.
- Redesigned operational processes to eliminate redundancies, improve workflow visibility, and create scalable, repeatable solutions across teams.
- Partnered cross functionally with Sales, Technology, and Operations stakeholders to improve campaign execution and resolve operational challenges.
- Established governance processes and quality-control standards that improved the accuracy, completeness, and timeliness of campaign deliverables.
- Directed action management and closure discipline for campaign trafficking operations, ensuring accurate, efficient configuration and lifecycle management of campaigns.
- Identified opportunities for technology and process automation, translating operational requirements into streamlined, scalable workflows.

Director, Business Operations / Business Transformation Office

November 2020 – July 2023

Selected for a newly formed Business Transformation Office tasked with addressing the company's highest-priority operational challenge: campaign delivery and reporting. Designed and led a company-wide change management strategy spanning 40+ operating markets.

- Led enterprise-wide transformation across 40+ markets, replacing inconsistent, market specific processes with a single best-practice framework.
- Built interim reporting solutions and prototypes using QuickSight, Redshift, and SQL, providing visibility into campaign delivery ahead of full IT system development and correcting data governance, performance, and quality issues.
- Led a team accountable for delivery data analysis, including data completeness and performance analytics.
- Developed Excel, SQL, and AWS based tools delivering actionable insight into campaign performance.
- Reengineered the campaign data request and analysis process, cutting turnaround time 40% and improving overall operational efficiency.
- Directed the successful implementation of a Digital Asset Management platform, reducing manual tasks 33%.
- Designed and rolled out an incentive program to improve proof-of-delivery photo quality and boost team morale, supporting adoption of new processes.
- Presented annual strategic plans and transformation roadmaps to Senior Leadership.

Sr. Manager, Sales Operations, Analysis & Compensation

March 2018 – November 2020

Selected to overhaul the AE budget and compensation process after leading the turnaround of the National Sales Account Service team; transformed a process that had run five months late into the company's first on-time budget and compensation delivery.

- Built a VBA and SQL based tool to automate the annual AE budget and compensation process, reducing processing time 50% with no dedicated development budget or resources.
- Developed an automated distribution tool delivering monthly individual budget and account files to 400 Account Executives.
- Partnered with Regional VPs and General Managers to define AE targets and compensation strategy, improving transparency and equity in budget decisions.
- Delivered the company's first on-time AE budget and compensation cycle, supporting a year of double-digit growth.
- Provided full visibility into budget and book of business, enabling sales teams to proactively manage accounts.

Sr. Manager, Account Services

October 2014 – March 2018

Selected to join OUTFRONT following its acquisition of Van Wagner; led the overhaul and expansion of the national sales support team.

- Led a team of 8 Account Coordinators delivering white glove service to national agencies representing \$300M in sales.
- Restructured and expanded the Account Service team from 8 to 26 National Sales Planners and Coordinators, in partnership with the SVP of National Sales.
- Standardized processes and policies for tracking and managing campaign progress.
- Designed and implemented an Access database system to track and monitor campaign progress, improving data management and decision making.
- Developed training materials and led onboarding and training sessions for the expanded team.

Van Wagner Communications / Fuel Outdoor

October 2005 – October 2014

Acquired by OUTFRONT Media in 2014

Sr. Manager, Account Services

October 2005 – October 2014

Delivered top tier account service for national accounts billing \$40M+ annually; selected for the Sales Tools team following Van Wagner's acquisition of Fuel.

- Managed accounts billing over \$40M annually, consistently earning top client satisfaction ratings.
- Prepared comprehensive proposals in response to RFPs and developed media kits supporting marketing and sales initiatives.
- Implemented new tools to track and manage account and campaign activity.

EDUCATION

W.P. Carey School of Business, Arizona State University

Master of Business Administration (MBA) Candidate — Expected Graduation: June 2028

Concentration: Leadership and Business Analytics

W.P. Carey School of Business, Arizona State University

Leadership Strategies Certificate

Courses: Organizational Behavior, Leadership and Teamwork, Sources of Competitive Advantage

City University of New York, Baruch College

BBA, Marketing Management and Advertising