

Contact

📍 Grand Rapids, MI

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🌐 /in/danylleleonard/

Education

Master of Fine Arts (MFA), Media Design

Full Sail University

Online, 2020–2022

GPA: 3.8

Bachelor of Fine Arts (BFA), Graphic Design

Full Sail University

Online, 2018–2019

GPA: 3.9

Graduated with Honors

Bachelor of Science, Advertising & Graphic Design

Central Michigan University

2009–2014

Professional Affiliations

Ladies, Wine & Design Grand Rapids Chapter Founder

2018–present

American Institute of Graphic Arts, Grand Rapids

General Member

2017–2020

Local First: Grand Rapids

General Member

2010–2012

Danylle Leonard

PROJECT MANAGER | OPERATIONAL EXCELLENCE,
COST REDUCTION & PROCESS OPTIMIZATION

Summary

Project Manager with 10+ years of experience leading cross-functional programs focused on operational effectiveness, process optimization, and enterprise scalability. Skilled in integrated planning, risk and dependency management, and delivering quantifiable outcomes aligned with cost reduction and performance goals.

Independent Contracting

Danylle.Online, 2017–PRESENT

Project Manager | Digital Project Lead

Independent practice leading system- and workflow-driven programs across full lifecycles, developing execution plans, schedules, and estimates. Functioned as liaison, coordinating stakeholder communication, requirements, vendors, and delivery to meet scope and timeline targets.

Infinity Mind & Body Wellness, 2025–PRESENT

Account Manager | Web & Digital

- Drove process improvement initiatives from planning through execution, using Asana to manage schedules.
- Coordinated stakeholder communication across multidisciplinary teams, aligning priorities and supporting operational efficiency initiatives.

Herbruck's Poultry Farm, 2024–PRESENT

Project Manager | Web & Digital

- Coordinated schedules and cross-functional teams to meet delivery targets and improve performance.
- Optimized system workflows to ensure reliable execution and deliver quantifiable productivity gains.

May's Multimedia, 2024-2025

Project Manager | Web Systems & Implementation

- Orchestrated cross-functional operational effectiveness programs from concept through execution, developing execution plans, timelines, and performance metrics to drive SG&A reduction, productivity gains, and quantifiable efficiency outcomes.
- Established governance routines, prioritization frameworks, and stakeholder alignment across business functions, delivering data-driven dashboards and executive reporting to provide visibility into project health, capacity, and spend.
- Translated business needs into standardized workflows and process improvements, partnering with Finance to quantify cost savings and ROI, while supporting automation, data analysis, validation, and stakeholder readiness for new solutions.

Professional Experience

Reagan Marketing & Design, 2024-2025

Senior Project Coordinator

- Directed cross-functional operational effectiveness programs from design through execution, developing execution plans, timelines, KPIs, and resource strategies to drive SG&A reduction, productivity gains, and quantifiable efficiency outcomes.
- Drove alignment across Operations, Engineering, IT, and Finance, establishing governance routines, prioritization frameworks, and structured communication to support enterprise-wide performance optimization.
- Translated business requirements into standardized workflows and process improvements, supporting automation, data analysis, and implementation of solutions aligned to operational and cost optimization goals.
- Oversaw resources, budgets, and performance tracking, measuring progress against KPIs and partnering with Finance to quantify cost savings, ROI, and productivity gains.
- Developed dashboards and documentation to provide leadership visibility into project health, capacity, and outcomes, supporting continuous improvement and enterprise scalability.
- Assessed risks, dependencies, and barriers while supporting validation, stakeholder readiness, and sustainment of new processes and technologies to ensure long-term efficiency gains.