

GENEVIEVE RACELA

DIGITAL PROJECT MANAGER | WEB & OPERATIONS DELIVERY | AGILE | SYSTEMS LEAD

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SUMMARY

Results-driven Digital Project Manager & Operations Lead with 8+ years of experience delivering web, systems, and digital transformation projects across remote and international teams.

Specialises in end-to-end digital delivery, including web production, workflow automation, Agile implementation, and cross-functional team coordination.

Strong background in process optimisation, ClickUp/Jira systems design, SOP development, and client delivery management, with a consistent track record of delivering projects on time, within budget, and at high quality standards.

EXPERIENCE

10/2024 - Present

Sydney, Australia

Web Project Manager

Advisable

- ClickUp Certified User with expertise in task organization, automation, and process optimization.
- Consistently delivered projects on time and within budget.
- Maintained high quality standards across design and development deliverables.
- Ensured accurate and timely time tracking across all team members.
- Optimized resource utilization across cross-functional teams.
- Led successful implementation of task management systems with full process documentation.
- Championed Agile adoption with strong team engagement.
- Proactively mitigated project risks and resolved critical issues promptly.
- Maintained complete and accurate project documentation throughout all phases.
- Delivered strong post-launch performance.
- Fostered long-term client relationships through consistent delivery and service excellence.
- Drove continuous improvement initiatives resulting in measurable gains.
- Promoted cross-departmental collaboration to enhance project outcomes.

08/2022 - 06/2024

Operations Manager

Speak More Clearly

- Assist in managing the day to day administrative operations
- Build system workflows and create standard operations procedure (SOPs)
- Manage digital operations such as website management, and email management
- Serves as troubleshooter for technical issues
- Serves as a liaison between the company and the trainers
- Act as the subject matter expert in terms of marketing and technical operations
- Act as marketing & special projects manager

02/2021 - 06/2022

Website Executive

Online Operations Strategic Management

- Website Designer
- Technical Support
- Systems Troubleshooter
- Website Design Team Project Manager
- Train new website designers
- Manage knowledgebase
- Serves as subject matter expert

01/2022 - 03/2022

Technical Consultant for Digital Operations

Southern Physical Therapy Clinic

- Build system workflows and create standard operations procedure (SOPs)
- Manage digital operations such as website management, and email management
- Serves as technical consultant for digital operations
- Act as special projects manager
- Systems Manager

EXPERIENCE

06/2021 - 01/2022

Operations Director
Southern Physical Therapy Clinic

08/2019 - 01/2021

Operations Manager
Prempage

- Assist in managing the day to day administrative operations
- Build system workflows and create standard operations procedure (SOPs)
- Manage digital operations such as website management, and email management
- Serves as troubleshooter for technical issues
- Website Designer
- Train new website designers
- Manage knowledgebase
- Serves as subject matter expert