

Accomplished marketing professional with expertise in planning, developing, and executing integrated advertising campaigns across multi-channel platforms.

Core Competencies:

Program Management | Strategic Project Management | Multidisciplinary Team Leadership | Digital Transformation

Professional and Interpersonal Qualities:

- Creative thinker – highly adaptable to ever-changing environments.
 - Effective communicator – works harmoniously with various personality types.
 - Organized, detail-oriented and technically savvy.
 - Problem solver – takes independent action to solve complex issues.
 - Positive self-starter who thrives in a creative environment.
 - Graceful under pressure while being conscientious and attentive.
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Director of Project Management

AmericasMart | 2016 - Present

- Lead large, complex marketing campaigns, managing dozens of stakeholders within a fast-paced, high-volume environment.
- Automate, scale, and invest in cloud-based platforms, enabling efficient workflow across multiple campus locations and a nationally dispersed remote workforce.
- Assess higher order strategic directives, translating intricate marketing briefs into actionable work breakdown structures.
- Measure and optimize integrated campaigns, continuously innovating and improving via performance metrics, lessons learned and stakeholder interviews.
- Foster career evolution, providing learning opportunities, mentorship, and morale consult while maintaining a positive environment for team members to flourish.

Sr. Project Supervisor

Eric Mower + Associates | 2014 – 2016 | Clients: Georgia-Pacific, GE Power, Autotrader.com

- Oversaw large, complex advertising campaigns comprised of multi-disciplinary teams. Beginning with managing persona development by conducting focus groups, insight research and distillation of market landscapes to formulate strategic briefs in preparation for creative concepting.
- Prepared pitch decks for client presentations and moderated feedback to ensure productive input/output action items.
- Estimated project-based work, forecasting billable hours and hard costs. Continually monitored burn rate and reassessed scope throughout the project lifecycle.
- Mentored twelve project managers on process, management techniques and best practices to evolve the extended PM team for future career advancement.

Creative Services Manager

hothouse | 2013 | Clients: Discovery Channel, HBO, MTV Networks, NBCUniversal, Showtime

- Managed design department workload under extremely tight deadlines and heavy workloads without compromises to scope and quality of final product.
- Authored, implemented, and mentored colleagues on best practices in project management. Increasing workload efficiency, streamlining workflow processes and improving quality standards.
- Developed growth strategies for fast growing agency. Improving moral, enhancing career opportunities and recruiting top talent.

Sr. Project Manager

JWT Atlanta | 2010 – 2012 | Client: United States Marine Corps, Marine Corps Recruiting Command (MCRC)

- Performed detailed project requirements gathering and scoping exercises to ensure budget and time adherence during project contracts.
- Closely monitored resources, project plans, change controls and financial burn rates on a daily/weekly basis.
- Directed large cross-functional teams throughout the project lifecycle. Played an integral role in managing the movement of information via an extensive internal network.
- Participated in resource allocation forecasting for new business proposals which resulted in the award of high-value contracts (>\$1 million).
- Oversaw the development of a project documentation repository. Increasing workflow efficiencies and standardization.
- Mitigated risk and scope creep by enforcing standard operating procedures.

Project/Production Manager (dual role)

Hauser Group (acquired by Ames Scullin O'Haire) | 2006 – 2010 | Clients: Applebee's, Cheerwine, EarthLink, Floor & Décor, Georgia Natural Gas, Mansfield Plumbing, Mythic Paint, Wild American Shrimp

- Oversaw the initiation, planning, execution, control and closing of advertising campaigns.
- Compiled detailed project requirements to accurately scope duration, resource allocation and hard costs.
- Managed internal processes and workflow calendars. Monitored resource allocation and task assignments to ensure the agency was maximizing resources and alleviating resource burnout whenever possible.
- Developed external production schedules, ensuring design, development, testing, and deployment milestones were completed within the assigned duration.
- Managed a rigorous vendor screening process. Adopted procurement procedures to ensure client expectations were met and exceeded through cost-efficient measures.
- Provided clients with top creative talent and high caliber work. Collaborated with creative director/art director to source photographers, illustrators, CGI artists and image retouching, resulting in award-winning advertising campaigns.

Advertising Producer

Comgroup MRA (acquired by Eric Mower and Associates) | 2004 – 2006 | Clients: ADT Security, Comcast, Hallmark Channel, Symbol Technologies

- Managed all aspects of advertising campaigns from concept to completion. Consistently produced highest quality work while adhering to strict budgets and deadlines.
- Developed and managed project documentation including the project plan, contact report, change control, work request and procurement plan.
- Managed digital asset database. Tagged and edited metadata, created thumbnail previews, updated licensing and usage rights.
- Created an indispensable web-based asset library that enabled creative resources to quickly locate appropriate imagery during creative concepting.
- Enforced quality assurance plans by auditing and checking activities associated with each project phase. These standards documented and measured project successes and agency profitability.
- Assisted with studio requests to relieve excess workload and alleviate resource over allocation to deliver projects on time.

Creative Services Manager

getmembers.com | 2003 – 2004 | Clients: Gold's Gym, LA Fitness, Jamba Juice, Gymboree

- Responsible for producing upwards of 150+ projects simultaneously including oversight of face-paced, high volume direct mail operations.
- Managed workload distribution to production coordinators, enabling large volumes of work to be produced in short time frames.
- Conducted daily status meetings and ensured adherence to strict deadlines.
- Prioritized design department workload and balanced tight lead times and volume output.
- Consulted with clients on concept review, approval and production.

Account/Production Manager (dual role)

Monzo Marketing | 2002 – 2003 | Clients: Edwards Baking, La Quinta Inns & Suites, McDonald's, Popeye's

- Coordinated the production and execution of national hospitality and restaurant promotions.
- Adhered to best practices in vendor management. Cultivated vendor relationships which increased client satisfaction, reduced costs and produced high quality work.
- Reviewed resource productivity and formulated efficiency recommendations in order to enhance proficiencies and increase profitability margins.
- Created quality assurance procedures and production delivery methods resulting in a 50% profit margin increase for an ongoing, permanent in-house project.

Production Manager

Punch Advertising | 2001 – 2002 | Clients: ApartmentGuide.com, BroadRiver, Inc.

- Established production department and implemented planning, tracking, proofing and archiving procedures.
- Submitted proofs for client review, transmitted files to vendors and managed distribution logistics.
- Coordinated photoshoots, including photographer bidding, location scouts, wardrobe, makeup and hair artists.

Education

2013 | PMP® Certified | Project Management Institute

1997-1999 | Associate of Arts, Business Administration | Bauder College