

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

Core Competencies:

Program Management | Multidisciplinary Team Leadership | Digital Project Management | Traditional Project Management

Professional and Interpersonal Qualities:

- Creative thinker who is highly adaptable to ever-changing environments.
 - Effective communicator who works harmoniously with all personalities.
 - Organized, detail-oriented and technically savvy.
 - Problem solver who's not afraid to take independent action.
 - Positive self-starter who thrives in a creative environment.
 - Graceful under pressure while being conscientious and attentive.
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Director of Program Management

AmericasMart at International Market Centers | 2016 - Present

- Define project objectives by conducting stakeholder interviews to uncover Gift & Home and Apparel category needs, goals, areas of contention, improvement, etc.
- Automate, scale, and invest in cloud-based platforms, enabling efficient workflow for a remote workforce.
- Assess higher order strategic directives and translate complex marketing plans into actionable work breakdown structures.
- Measure, improve and optimize integrated campaigns to continuously innovate, including assessing performance metrics and analyzing lessons learned to recommend new approaches.
- Foster career evolution, provide learning opportunities and maintain a positive environment for the team.

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 landscape to formulate strategic briefs in preparation for creative conceiving.
- 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 processes and PM techniques to assist the extended team with 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 deliverables.
- 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 various project phases.
- 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 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 project duration, resource allocation and external hard costs.

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- 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 durations.
- 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. Worked with creative director/art director to source photographers, illustrators, CGI artists and image retouching, resulting in the creation of 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 conceiving.
- 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 minor studio requests to relieve excess workload 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 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 and managing wardrobe stylists and makeup/hair artists.

Freelance Production Coordinator

1999 – 2001 | Clients: Bates Worldwide, Children's Healthcare of Atlanta, Cingular Wireless (now AT&T)

- Played dual role as production/producer and managed the development and execution of traditional and digital projects.
- Familiarized freelancers with workflow processes and policed adherence to brand standards.

Education

2013 | PMP® Certified | Project Management Institute

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