



CHERYL PEARSON

SENIOR PROJECT MANAGER, CREATIVE & MARKETING

203.710.2352

Info@cherylpearson.com

Clpportfolio.com

Branford, CT 06405

PROFESSIONAL SUMMARY

I am a project management professional with experience in resource allocation, traffic management and creative workflow. As a result of these experiences, I have become an expert at multitasking, problem-solving, and negotiating, managing multiple projects through the project lifecycle. I consider myself to be a strategic and critical thinker, constantly analyzing processes and redefining for the most effective approach. With six years working in a project management role, I am highly organized, with great attention to detail, and a proven ability to work in a fast-paced environment, leading multiple projects with ease.

WORK HISTORY

SENIOR PROJECT MANAGER, CREATIVE & MARKETING

ebbo | Clarus Direct - Rocky Hill, CT | June 2018 - February 2024

ebbo has helped e-commerce businesses build, market, and maintain their loyalty reward programs. The Creative and Marketing Operations teams create customer websites, design all digital marketing content and print materials, as well as, manage all digital marketing campaigns and email communication needs for the programs they create.

2024 ● **Team Leadership:** Manage the distribution of all the incoming projects and tasks for 15+ team members on the Creative, Marketing Operations and UX teams, serving as the team's main point of contact.

Strategic Planning & Execution: Oversee the planning and execution of 25+ projects simultaneously (approximately 500 tasks per month) evaluate marketing briefs for necessary requirements, assess project scope, developing the project plan and timelines.

Workflow Development: Develop and maintain the workflow in project management software systems, Asana & Jira, map out processes using an Agile Methodology. Define best practices, while continually making enhancements to improve execution, resulting in a 20% increase in productivity and organization of the team.

Resource Allocation: Prioritize and assign requests to team members to complete based on workload, skillset, focus areas and timing.

Meeting Ownership: Lead the daily team stand-up meeting, kick-offs, retrospectives, and sprint planning meetings, keeping projects on track and running effective sprint cycles.

Risk Management: Regularly monitor the project progress, identify potential roadblocks to the productivity, resolve issues, and problem-solve to develop contingency plans to facilitate on-time delivery.

Workflow Execution: Manage the creative process, adhering to project schedules and timelines, while moving projects through the development phases (UX, copy, design, photo, video, email, marketing operations).

Stakeholder Collaboration: Act as a liaison between cross-functional teams (Product, Brand Marketing, Media, Sales, Client Services) to align internal and external stakeholders on project requirements, status, revisions and marketing deliverables.

Budget Management: Provide hour estimates for projects, support of budget preparation and expense tracking.

Workflow Optimization: Track the the workflow, prepare reports on operational KPIs and analyze data to continuously optimize departmental operations, implementing process improvements, enhancing the team's efficiency.

2018 ● **Supervision:** Manage 2 direct reporting employees.

CREATIVE | ADVERTISING SERVICES MANAGER

Professional Photographers of America - Atlanta, GA | May 2012 - June 2018

Professional Photographers of America is the world's largest nonprofit association for professional photographers, with 30,000 members in 54 countries. The association's magazine is the top wedding and portrait publication in the photographic industry. The yearly photographic conference attracts 10,000 attendees each year.

2018 ● **Production Management:** Manage marketing projects for the Advertising, Publications, and Circulation departments by collaborating with the design team, monitoring project progress and ensuring all deliverables meet quality assurance standards.

Marketing Collaboration: Collaborate on the development of digital marketing strategies, advertising initiatives and brand content to help increase customer acquisition, retention and sales revenue.

Marketing Communication: Communicate initiatives via email marketing campaigns, vendor newsletters and digital media, familiarizing our advertisers, sponsors and corporate partners of promotions and benefits.

Client Management: Manage all marketing operations for the Sales department, work as a liaison between development teams and our external clients by collecting materials, managing expectations, and overseeing delivery of assets and services.

Event Management: Oversee and facilitate the implementation of all elements of sponsorship benefits for 20+ sponsors for a yearly photographic trade show.

Vendor Relationships: Build rapport and maintain partnerships with various marquee clients such as Canon, Nikon, and Adobe, managing customer needs, tracking benefits, collecting materials and delivering assets.

Performance Reviews: Partner with the Publications and Marketing departments on promotional efforts, use marketing tools to analyze performance and optimize the strategy to increase in the participation and drive engagement in the magazine and website.

2012 ● **People Management:** Train and manage one employee.

TECHNICAL SKILLS

Jira, Confluence, Asana, Trello, Figma, Salesforce, Branfolder, Sharepoint, Adobe Workfront, Adobe Creative Suite, Adobe Photoshop, Adobe Lightroom, Adobe InDesign, Adobe Acrobat Pro, Microsoft Office, Microsoft Word, Microsoft Exel, Microsoft Powerpoint, Microsoft Outlook, Microsoft Teams

KEY SKILLS

Project Management, Resource Selection, Creative Production, Team Leadership, Client Relationships, Communication Skills, People Management, Interpersonal Skills, Agile Methodologies, Organizational Skills, Analytical Skills, Time Management Skills, Negotiation Skills, Digital Marketing, Content Marketing, Project Documentation, Marketing Principles, Quality Assurance, Video, Photography

EDUCATION

BACHELOR OF ART PSYCHOLOGY

University of Connecticut
Storrs, CT

CERTIFICATE OF COMPLETION

Hallmark Institute of Photography
Turners Falls, MA