



SUMMARY

Enthusiastic project manager with over 4 years in the Marketing and Food & Beverage industry. Dedicated to creative solution finding that fits the needs of all parties included. Driven by a passion for creating and developing exciting, authentic and fresh design that provides memorable experiences for the guest. Committed to supporting and leading a engaged team with a strong sense of the brand.

EXPERIENCE

Upward Projects Restaurant Group / Phx, AZ

Postino Winecafe, Joyride Taco House, Federal Pizza, Windsor and Churn

Marketing Project Manager

Dec. 2015 – Present

Oversees the successful planning, management, and execution of projects within specific guidelines, timelines and budgets. Ensures that the goals and objectives of a project are aligned with the organization’s overall business strategy.

- Facilitates day-to-day execution of project plans and manages the workflow of the Marketing team. Helps ensure that all creative content is consistently produced on-brand and of the highest quality.
- Mentors and motivates team members to help produce tactical, logistical and creative solutions. Demonstrates strategic thinking with an objective of tangible results.
- Partners with Operational, Catering, Culinary, Beverage, Accounting, and Development Team Leads to organize and execute cross-departmental projects. Tracks and communicates project progress to all necessary team members on a regular cadence. In addition to managing change, evaluating risks and assessing potential roadblocks for the project delivery.
- Maintains all relationships and workflow with outsourced contractors including printer partners, video production, photographers, email marketing partners, digital marketing team and third-party delivery partners.
- Builds new marketing initiatives in partnership with the Director of Marketing with a common goal to generate new, fresh ideas to grow and increase business. Analyzes on-going campaigns and programs while creating periodic reports that summarize the performance and final results.
- Produces Marketing performance reports on a periodic basis that include meticulous detail of the health of the business covering store performance, marketing scorecard, performance of campaign & key sales initiatives.

Social Media Coordinator

June 2017 – Feb. 2019

Developed social media content plans that were consistent with each restaurant’s brand identity and impactful in gaining new followers. Interacted with followers and regularly responded to inquiries regarding questions about the business. Curated intriguing and on-brand content for all restaurant concepts.

- Monitored competitive landscape in the F&B industry and reported out to the marketing team on trends.
- Implemented digital ads via Facebook, monitored activity and reported the final metrics to the marketing team.
- Participated in the opening events of new store openings as it related to Marketing and PR support.

Marketing Intern

Sept. 2016 – June 2017

Responsible for supporting the marketing team, monitoring multiple social media accounts and managing the delivery of social media content. Sourced compelling visual content (photo/video) for social media posts. Assisted in coordinating and executing on-site/off-site events from start to finish. Created and maintained a social media calendar for each concept (a total of 12 accounts).

EDUCATION

Arizona State University

Bachelor of Arts in Business Communication / W.P. Carey School of Business

Aug. 2011 – Dec. 2017

TECHNICAL SKILLS

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|-----------------|-------------|------------------------|
| Adobe Lightroom | Dropbox | Microsoft Excel & Word |
| Adobe Photoshop | G Suite | Smartsheets |
| Asana | Hootesuite | Sprout Social |
| Blogger | Iconosquare | WordPress |