

Summary

Experienced digital account manager with a passion for enhancing user experiences. Lead development and optimization of digital programs for diverse clients and stakeholders, resulting in significant revenue and list growth. Extensive experience leading cross-functional teams, managing projects, and working in fast-paced environments allows me to multitask and remain flexible in the face of shifting priorities. Uses strong analytical skills to provide data-driven strategic plans. Life-long learner who adjusts to trends and constantly seeks to improve skills.

Skills

- Digital Campaign Strategy
- Project Management
- Program Analysis & Testing
- Social Media Management
- Client Relationship Management
- Project Reporting & KPI Tracking
- Cross-Functional Team Collaboration
- Written and Verbal Communication
- PMS: ClickUp, Wrike, Smartsheet
- CRM: Salesforce, Mailchimp, NGP-VAN
- CMS: WordPress, Wix, Squarespace
- Full Stack Web Development

Professional Experience

Douglass Design & Construction, Reading, MA **Project & Website Manager**

2023 – Present

Created company website. Leads and oversees residential project management including planning and monitoring timelines and budgets. Manages billing and purchasing, payroll, and liaising with clients and contractors.

- Implemented Smartsheet project management software to streamline tracking of project progress, budget vs actuals, and improve team collaboration.
- Developed custom website to reach new customers, showcase work, and create an online presence. Features include gallery of previous work, description of services, and responsive contact form. Integrated with Google Analytics and built with SEO best practices. Site currently designed in SquareSpace for owner usability.

Run The World Digital **Digital Strategist**

2021 – 2022

Designed innovative fundraising and engagement digital programs for progressive political campaigns and nonprofits nationwide. Provided premium client services, quality assurance, expert analytic and creative insight, and data-driven strategic direction for paid and organic digital programs. Developed, tested, and optimized email campaigns to accelerate revenue growth, grow audience, and propel client brand awareness. Provided project documentation and reports on program success, testing analytics, and future improvements to clients and senior management.

- Managed 4-6 client accounts including facilitating meetings, creating project plans and KPI progress reports, scheduling and designing (HTML) all digital communications, crafting a distinctive voice, and developing unique email templates in MailChimp and NGP.
- Boosted client digital revenue by 300% in nine months through strategic A/B testing, list segmentation, and analyzing results of digital communications to maximize ROI and meet client goals.
- Accomplished a 400% increase in average client list size by implementing dynamic growth strategies such as list swaps, enhancing website productivity, and collaborating with digital ads to expand the donor base.

Gerly Adrien for Mayor of Everett, Everett, MA **Campaign Manager**

Mar 2021 – Sep 2021

Lead campaign planning, management, and monitoring of timelines and budgets. Optimized operations by overseeing and directing volunteer recruitment, field activity, communications, and finances. Managed cross-functional team to stay on track and meet campaign goals. Supported fundraising and campaign strategy to grow support. Ensured compliance with state campaign finance laws, data integrity of voter contact, and accurate financial tracking.

- Planned, composed, and managed digital strategy for more than 8,000 email and social media followers.
- Designed and composed print material for eight mailing programs, each reaching 10,000 voters.
- Guaranteed language accessibility by coordinating the translation and design of all materials into the top five languages spoken in target city.

Environmental League of Massachusetts, Boston, MA Campaigns & Fellowship Manager I 2020- 2021

2017 – 2021

Held primary responsibility for recruiting, training, and supervising 12 fellows each year in the areas of electoral research, environmental issues, civic engagement campaigns, and electoral campaign and field support. Created, administered, and promoted the Green Voter Guide and bilingual vote-by-mail voter education outreach. Managed phone banking and canvassing events, text campaigns, press, and social media outreach, and debates.

- Led web project management for voter education website: Green Voter Guide ([GreenVoterGuideMA.com](https://www.greenvoterguide.com)), including interfacing with designers, web developer, and executives.
- Coordinated endorsement procedure for more than 100 candidates per year and provided campaign assistance to 30 to 60 environmental candidates per year throughout Massachusetts.
- Updated hiring process to ensure equal pay at a living wage for all interns, required salary ranges on all job descriptions, and increased budget for posting positions on DEI-focused job forums.
- Exhibited leadership in directing and managing IE PAC electoral work for six municipal light plant board elections, resulting in the election of four environmental candidates to lead the towns' energy procurement decisions.

Program Manager I 2017- 2020

Managed email program, social media, graphic design, Salesforce updates, purchasing, and technical support for environmental nonprofit. Lead event planning for all non-fundraising meetings and events. Supported development team and ensured donor data integrity. Directed purchasing and technical assistance for all staff members and interns.

- Created Campaign Fellowship Program to increase the intern base from 1-2 sporadic interns to 12+ yearly fellows by providing consistent supervision, technical guidance, evaluations, and networking opportunities.
- Improved company website search engine optimization and utilized WordPress-based CMS to update site design, event calendar, and social media on the organization's websites. Reported on digital program success based on data analytics platforms including Google Analytics and Facebook Ads Manager.
- Transitioned organization from a local server to Office 365 with cloud-based storage, enabling a smooth transition to a remote environment while preserving staff safety and organizational integrity during pandemic.
- Led a successful grassroots campaign to support funding for Mass Department of Conservation & Recreation by organizing hundreds of residents' photos of state parks, including producing compelling videos and social media graphics to promote the campaign.

Projects

Douglass Design & Construction Website

2023

Designed and developed company website for Douglass Design & Construction Inc. Worked with owner to create brand design, expand searchability, and build functionality to company defined standards. Integrated analytics and built with SEO best practices. Website designed in SquareSpace with WordPress adaptation in progress: [DouglassDesign.net](https://www.douglassdesign.net)

Full-Stack Web Development

2023

Developed full-stack websites and applications integrating user-focused front-end design with responsive APIs and flexible backend databases. Stack experience includes:

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| • Front-end: React, Next.js | • Back-end: Strapi, MongoDB, Docker | • Deployment: Docker, Heroku, |
| • API: REST API, Express | • Languages: JavaScript, HTML, CSS | Firebase, Amazon Web Services S3 |

Green Voter Guide MA

2021

Lead product management for voter education website. Site allows voters to enter address and search return local candidates on their ballot who are endorsed by state environmental organizations. Liaised with cross-functional team to define product planning and produce site under budget and meet stakeholder specifications: [GreenVoterGuideMA.com](https://www.greenvoterguide.com)

Education

Professional Certificate in Coding: Full Stack Development with MERN, 2023

MIT xPRO, Cambridge, MA

Bachelor of Arts in Environmental Studies and Biology, 2016

Wellesley College, Wellesley, MA