

ALYSSA HARRIS

PROJECT MANAGER

CONTACT



Alyssa.harriss@outlook.com



(813) 352-2332

EDUCATION

Florida Atlantic University

Boca Raton, FL

Bachelor of Business Administration

Major: Marketing

SKILLS

- Project Management
- Time management
- Relationship building
- Communication
- Campaign management
- Digital Marketing
- Adaptability
- Marketing and advertising
- Scheduling

References

Available upon request

PROFESSIONAL SUMMARY

A seasoned, meticulous, Project Manager with strong organizational skills. Capable of handling multiple multidimensional projects simultaneously with a high degree of accuracy. Successfully managed diverse teams to meet ambitious goals and achieve enterprise growth.

WORK HISTORY

Hogarth Worldwide - Interactive Project Manager

10/2022 - Current

- Developed detailed project plans outlining the scope, objectives, timelines, and resource requirements that helped lead cross-functional teams to success.
- Evaluated core performance metrics post-project completion to identify areas for improvement in future initiatives.
- Oversaw translation workflows for 8 locales, and coordinated with external teams achieving a 95% on time delivery rate

Tambourine - Account Executive

10/2021 - 10/2022

- Strategically allocated resources to optimize project efficiency and meet deadlines.
- Actively sought feedback from clients in a bid to foster loyalty, additional business opportunities, and revenue growth.
- Managed marketing campaigns for over 20 properties.

RE/MAX Services - Director of Marketing

01/2021 - 04/2021

- Adopted the most effective tactics, such as generating dynamic marketing content and increasing internal/external marketing campaigns/programs to achieve brand awareness.
- Established communication tools for promotional campaign resulting in agents reporting increased number of inquiries by 25 percent.
- Hosted webinars, including creation of virtual tours, and newsletters.

Tanner Lamb & Associates - Marketing Intern

01/2020 - 04/2020

- Provided administrative support to senior staff including creating proposals and organizing documentation.
- Assisted in interpersonal work with clientele managing over 40 customer calls per day.
- Assisted in managing social media accounts and posting and collaborated with team members to help expand marketing channels.

DEMMPE Production and Entertainment Corp - Marketing Intern

06/2019 - 08/2019

- Reviewed historical data to inform strategic campaign development.
- Analyzed customer information and sales data to effectively target key demographics and develop keyword targets, text ads, and electronic mail campaigns that resulted in increased engagement.