

EMILY FITZGERALD

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SUMMARY

Versatile project management professional with more than 10 years of experience managing large-scale software and digital marketing projects. Experienced managing and leading projects from beginning to end including detailed scope and requirements gathering, working closely with business and project stakeholders within a cross-functional environment, resourcing and motivating project teams, budgeting, timeline management, identifying & mitigating issues and regular communications to project team and stakeholders of project progress.

EXPERIENCE

Senior Client Success Manager, HUSL Digital (November 2020 – Current)

Responsible for managing multiple projects concurrently ensuring that projects were delivered on time, within budget, on schedule and within project scope. Primary responsibilities include requirements gathering and prioritization, creating project plan, planning schedules for resourcing, leading daily standup meetings, creating status reports and leading weekly meetings with clients on project progress. Proactively communicating project status with internal teams and clients, identifying project risks and mitigating. Partner with client stakeholders and communicate effectively and proactively to ensure project requirements and planning align with client goals and objectives. Create post-project documentation and refine project processes with lessons learned. Project workload includes 5-10 projects at one time, managing 10-15 resources (both internal and outside vendors) and project budgets of \$50,000 - \$200,000 per project. Retained all client retainers for renewals year over year by influencing executive stakeholders with yearly business reviews of project work. Clients primarily in technology, consulting, security, retail and manufacturing industries.

Other duties include working with the sales team to scope, estimate and pitch new business. Assist in writing and developing project management best practices that align with project complexities and budgets. Assist in developing tools and templates to guide project management teams to enhance project work efficiency and streamline critical processes and activities. Played a key role in motivating project teams and influencing executive buy-in on new projects or initiatives.

Project Manager, SALESPAD (March 2019 – November 2020)

Responsible for leading the implementation of SalesPad's ERP software solutions, maximizing the customer's experience by effectively communicating and managing projects and expectations throughout the full product development lifecycle. This was a highly visible role in the organization that required a combination of project management, technical and interpersonal skills both with the internal project stakeholders and client executives. Project workload included 40 projects at one time, managing 5-10 resources and vendors and project budgets of \$5,000 – \$50,000 per project. Clients primarily in the manufacturing industry.

This role provided project leadership across all assigned projects, leading and motivating teams to obtain desired results, and creating healthy relationships with customers. On a daily basis, I was responsible for developing and managing project plans, communicating with customers and managing expectations, budget management and team scheduling and resolving project risks and

issues. I worked closely with our internal teams including client support, custom development, and sales to meet customer needs. I actively participated and identified process improvement opportunities and on a daily basis utilized SDLC methodologies (Agile & Waterfall) for software implementation and new software product development.

Project Manager, SMARTBUG MEDIA (September 2018 – February 2019)

Manage delivery and execution of SmartBug's website projects. In that capacity I was the primary client-facing team member working closely with a team of web designers, UX specialists, developers, QA specialists, and marketing consultants to ensure the delivery of high-end websites to clients, which were most commonly delivered on HubSpot and WordPress CMS platforms. Project workload included 10-15 projects with budgets of \$50,000 - \$80,000 and managing teams of 2-5 people. Clients were in marketing/media, technology, healthcare (Assisted living/nursing homes) government, start-ups and manufacturing industries.

This role required specific attention to detail in regards to planning and scheduling internal resources utilizing the waterfall project management processes planning the entire length of the engagement and milestones, as well as coordinating with the client's schedule to hand off deliverables by the date agreed and within the scoped budget. Also managed CMS regulations specific to the healthcare industry for one of the firms largest clients in the nursing home/assisted living industry.

Client Success Manager, MINDSCAPE (November 2015 – September 2018)

Managed highly complex web based solutions involving digital marketing, e-commerce, custom web development and integrations of CMS & CRM platforms. Served as primary client contact providing excellent written and oral communication with clients setting project expectations and establishing a project plan that included budgets, resourcing and timelines. I managed resources and led daily standup meetings of developers, designers, content writers and strategists. Utilizing both waterfall and agile project management processes based on project specifications and client needs. Project workload included 20-30 projects at a time, project budgets of \$20,000 - \$60,000 per project and managing 5-7 resources including outside vendors. Client industries included higher education, manufacturing and retail.

Responsible for providing excellent client customer service and long term strategic direction for digital marketing, website optimization and marketing content development. Also managed regulation compliance for college clients.

Project Manager, BLUE FLAME THINKING (August 2014-April 2015)

Manage client print and digital marketing campaigns through the project life cycle, including initiating project plans and writing project briefs, creating estimates, managing budgets and timelines and maintaining consistent communication with creative, digital and production teams along with serving as a main point of contact with the client. Anticipate new business opportunities by building relationships, strategic thinking and generating new ideas to best serve the client needs.

Public Relations Coordinator, WONDERGEM CONSULTING (April 2010 - August 2014)

Support a wide-variety of public relations activities for the firm's portfolio of public and private sector clients including: lead development and manage content for public relations campaign planning, strategy development, timelines and protocols; assist in development of communications tactics, execution and measurement of key deliverables; manage and track project budgets and implement solutions for task oriented problems.

Office Administrator/Manager, WONDERGEM CONSULTING (April 2005 – 2010)

Manage daily office affairs, including: maintaining client files, office and computer equipment, answering multi-line phone system, scheduling meetings, development and calculation of project and

internal budgets, preparing PowerPoint presentations for clients and internal projects, overseeing interns, preparing confidentiality agreements, developing content for new client proposals, calculate project budgets and draft client contracts.

Project Coordinator, CNG (2001 – 2005).

Performed duties as project planner and assisted in development of “Project Management Office” using Project Management Institute principles to implement company wide standard policies and procedures. Provided daily management of interns and other project assistants; assisted with domestic and international travel arrangements for global sales team.

EDUCATION

B.A. Paralegal Studies. Davenport University, Grand Rapids, Michigan (attended 2005 – 2007)
Coursework in Legal Studies, Communications

B.A. Business Administration. Valparaiso University, Valparaiso, Indiana – (attended 1997 – 1999)
Coursework in Business, Marketing, Communications, Accounting and Finance

SOFTWARE PLATFORMS AND OTHER KNOWLEDGE

Expert level knowledge of Teamwork, Basecamp, Mavenlink, JIRA, Salesforce, Smartsheet, Avaza, Workfront

Expert level knowledge of SDLC methodologies (Agile & Waterfall)