

KELSEY MERTEN

Project Manager with experience in retail and marketing.

CONTACT

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L: Los Angeles, CA

EDUCATION :

BA - Marketing

University of Minnesota

Twin Cities

GPA: 3.6/4.0

PM Certification

Google

August 2021

SKILLS :

Project Management

Analysis/Reporting

HTML/CSS

Microsoft Excel

Salesforce

Return Path

SKILLS & EXPERIENCES :

INITIATION

- Review and intake new client projects, define scope, expectations, client deliverables and resource requirements.
- Schedule Creative Kick-Offs to review RFPs and gather team questions.
- Hold estimating meetings to review deliverables and determine costs.
- Execute SOWs: outline scope and deliverables, develop project and invoice timelines, work through reviews and approvals.
- Facilitate concepting and ideation meetings with Creatives, ensuring teams are following through and connecting on next steps.

PLANNING

- Develop and share out timelines to ensure deadlines are clearly communicated and agreed upon.
- Communicate billable hours to the team to set expectations, avoid overbilling and keep open lines of communication.
- Adjust team resourcing and timelines to accommodate new projects.
- Identify opportunities and mitigate risks.
- Create live documents with key project information for teams to reference and update.
- Work within budget constraints by strategically sourcing vendors and negotiating trade agreements.

EXECUTION

- Streamline asset delivery process by reviewing project assets with the team, consolidating and noting questions.
- Lead weekly status meetings to understand progress, connect on concerns and questions and ensure the team is on track.
- Review and deliver client deliverables for quality assurance and interpret and share client feedback with the team.
- Communicate A/B testing results and share KPI reports with the client.

MONITORING/CLOSE

- Report on team hours and project finances to ensure projects are tracking on budget, executing Change Orders as needed.
- Manage process risks and delays and escalate issues as needed.

WORK HISTORY :

08/21 – 04/23	Associate Project Manager	ICFNext	LA, CA
06/19 – 06/21	Creative Marketing Assistant	Target	MPLS, MN
06/17 – 08/18	Executive & Operations Assistant	PJT Partners	NYC, NY
01/17 – 06/17	Audience Development Assistant	Ideal Media	NYC, NY
08/15 – 12/17	Travel & Volunteering	ESL/YOGA	GLOBAL