





JAMES GARCIA

MARKETING PROJECT MANAGER

CONTACT

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Hershey, PA 
[LinkedIn](#) 

EDUCATION

MBA
Business Administration
University of
Pennsylvania
2012 - 2014
Philadelphia, PA

B.S.
Marketing
University of
Pennsylvania
2008 - 2012
Philadelphia, PA

SKILLS

Monday.com
HubSpot
Mailchimp
Google Analytics
Later
Buffer
Magento
WordPress

CERTIFICATIONS

Project Management
Professional (PMP)

WORK EXPERIENCE

Marketing Project Manager

Hershey's

January 2019 - current / Hershey, PA

- Led a cross-functional team in launching three new KitKat products, **achieving 17% increase in annual sales.**
- Boosted website traffic by 33% through strategic SEO and content marketing initiatives with HubSpot and WordPress.
- Optimized user experience of an e-commerce platform via user testing and feedback, resulting in a 16% increase in online sales.
- Planned and executed the company's industry events, yielding a 37% increase in brand exposure and new business opportunities.
- Monitored and reported on marketing campaign effectiveness, with weekly updates via customized Google Analytics dashboard.

Project Assistant

Comcast

January 2015 - December 2018 / Philadelphia, PA

- Managed project documentation for 70+ initiatives using Monday, reducing document retrieval time by 42%.
- Prepared and distributed bi-weekly project reports to stakeholders, increasing project transparency by 12%.
- Coordinated project meetings, including creating agendas and minutes, resulting in a 16% increase in meeting productivity.
- Conducted post-project evaluations and identified areas for improvement, **raising project success rates by 27%.**

Marketing Intern

Aramark

May 2012 - December 2015 / Philadelphia, PA

- Contributed to the creation and execution of a marketing initiative that **drove a 14% increase in event attendance.**
- Developed Instagram and Facebook content calendars, increasing social media engagement by 56%.
- Observed and reported on marketing campaign performance, translating to a 8% increase in campaign ROI.
- Assisted in managing partnerships with external vendors and agencies, dropping marketing expenses by 19%.