

Caroline “Cari” Favole, PMP®

Creative Producer & PMP® | Project & Program Leadership | Marketing & Content

Atlanta, GA • (912) 222-1407 • cari.favole@gmail.com • [linkedin.com/in/cfavole](https://www.linkedin.com/in/cfavole) • [carifavole.com](https://www.carifavole.com)

EXECUTIVE SUMMARY

Creative Producer and PMP® with 14+ years of experience turning ambitious ideas into executable plans across creative production, marketing, content, technology, and entertainment. Combines project and program leadership with hands-on storytelling and creative operations expertise to align cross-functional teams, build scalable workflows, and move complex work from concept through delivery. Proven record of reducing turnaround time by 30%, increasing project completion by 15%, improving creative-production efficiency by 25%, and leading content that reached 100M+ views.

SKILLS AND ACCOMPLISHMENTS

CREATIVE & CROSS-FUNCTIONAL LEADERSHIP: Lead creative, marketing, technical, operational, client, and executive stakeholders through ambiguous, high-volume work while protecting both strategic objectives and creative intent.

PROJECT, PROGRAM & PORTFOLIO MANAGEMENT: Translate business priorities into briefs, plans, ownership, timelines, dependencies, resources, risk management, review cycles, and measurable delivery across concurrent initiatives.

CREATIVE OPERATIONS & WORKFLOW OPTIMIZATION: Build intake systems, templates, SOPs, governance, and repeatable workflows; prior process improvements reduced turnaround time 30%, increased project completion 15%, and improved creative-production efficiency 25%.

CONTENT, BRAND & AUDIENCE STRATEGY: Develop and deliver integrated content across web, thought leadership, video, social, email, events, sales enablement, and campaigns, connecting audience needs with business objectives and brand standards.

SEO, GEO & AI-SUPPORTED CONTENT PRACTICES: Apply search intent, keyword research, content structure, metadata, internal linking, and emerging generative-search practices while developing practical standards for responsible AI-supported writing and editorial workflows.

PROFESSIONAL EXPERIENCE

Senior Marketing Project Manager, Brand & Content • e2open, a WiseTech Global Group Company

09/2025 – Present

Lead high-volume brand, content, and creative operations for a global supply chain technology organization, connecting strategy, stakeholders, production, review, and delivery across enterprise marketing initiatives.

- ▶ Manage a high-volume portfolio averaging approximately 30 new requests per week across content, design, product marketing, web, campaigns, events, and sales enablement, aligning priorities, dependencies, ownership, and review paths across a matrixed global team.
- ▶ Lead creative and content operations from intake through launch, developing briefs, RACI structures, QA and approval processes, vendor coordination, templates, SOPs, and portfolio reporting. Apply portfolio-level planning to identify dependencies, consolidate overlapping efforts, and optimize workflows, improving campaign efficiency by 20–25%, while supporting operational continuity through e2open’s integration with WiseTech Global.
- ▶ Integrate SEO, GEO, search intent, internal linking, metadata, and AI-supported editorial practices into content planning and review, developing reusable guidance and standards that strengthen content quality, discoverability, and scalable execution.

Senior Project Manager, Atlanta, GA • Matrix MKTG

01/2024 – 09/2025

Established and led project-management operations for a creative marketing agency, improving workflows, collaboration, resource visibility, and client delivery.

- ▶ Implemented standardized project-management and task workflows that increased project completion rates by 15% and reduced turnaround time by 30%.
- ▶ Improved creative-production efficiency by 25% through stronger planning, resource coordination, file-management practices, and repeatable operating processes.
- ▶ Led complex experiential and creative initiatives, including a Rolling Loud Miami activation that drew 3,000+ visitors, generated \$44K in sales, 18.9M impressions, and 2.9M engagements, and earned industry recognition.

Digital Content Marketing Consultant, Atlanta, GA • Favole Productions (Freelance)

11/2013 – Present

Provides creative marketing consulting by driving impactful digital campaigns, streamlining project delivery, and creating multi-platform content, all while aligning creative direction with marketing goals to ensure consistent branding and build lasting stakeholder relationships.

- ▶ Increasing client consumer engagement by 40% through strategic digital campaigns, leveraging Adobe Premiere Pro and Audition CC to create compelling multimedia content that reflects the success of multi-platform content strategies and consistent branding efforts to enhance consumer interaction and loyalty.
- ▶ Implements advanced execution strategies, optimized resource allocation for high-impact creative deliverables, and aligned efforts with multi-platform marketing goals, accelerating project delivery by 30%.
- ▶ Partnering with clients to align creative direction with marketing goals, resulting in successful sales meetings and raising \$147,000 during a virtual fundraising event, exceeding the goal by \$22,000. Ensured consistent branding and fostered long-term stakeholder relationships throughout the process.

Project Manager/Marketing Communications Specialist, Buckhead, GA • ACEN (Contract)

09/2021 - 02/2022

Drove marketing and procurement initiatives to optimize resources, enhance engagement, and deliver measurable results.

- ▶ Orchestrated integrated marketing campaigns across print, web, social media, and email platforms, aligning messaging and coordinating strategy with cross-functional teams to achieve a 17.5% engagement increase, directly boosting attendance and strengthening client relationships at outreach activities such as the 2021 Fall Self-Study Forum and Program Administrators Workshop.
- ▶ Increased website traffic by 15% within four months by collaborating with cross-functional teams to execute optimization strategies and develop a WordPress-driven social media plan, enhancing client relationships by generating leads and boosting visibility for organizational events and initiatives.
- ▶ Reduced procurement costs by 15% by identifying alternative printing vendors and materials through comprehensive market research, optimizing delivery timelines, and maintaining quality standards. Collaborated with cross-functional teams to align creative production workflows with marketing strategy, ensuring consistency in campaign messaging and brand standards.

Engagement Marketing Manager, Smyrna, GA • CCA

10/2020 - 09/2021

Led strategic marketing, procurement, and stakeholder engagement initiatives to enhance visibility, efficiency, and satisfaction.

- ▶ Increased stakeholder satisfaction ratings by 18% by implementing targeted communication strategies, defining, and tracking metrics to align marketing efforts with business objectives, monitoring project implementation, and driving cross-functional collaboration through Microsoft Dynamics CRM to ensure consistent messaging across creative deliverables.
- ▶ Boosted organizational visibility by 30% and generated \$1.2M+ in fundraising revenue through integrated marketing campaigns spanning digital, print, and event channels, supported by Raiser's Edge NXT for donor handling and campaign and asset management. Streamlined creative trafficking processes, reducing procurement costs by 20% and improved supply chain efficiency by
- ▶ leading cross-functional teams to develop and execute procurement strategies aligned with business objectives and improving project workflows.

ADDITIONAL EXPERIENCE

Production Assistant, Loganville, GA • Legal Technology Services

03/2019 - 09/2020

Producer / Project Manager, Atlanta, GA • Crisp Video Group

09/2018 – 03/2019

Project Manager & Creative Director, Alpharetta, GA • MCNE Studio

05/2017 - 09/2018

Client Success Manager, Duluth, GA • PossibleNOW

12/2015 - 05/2017

CORE COMPETENCIES

Creative & Production: Brand & Content Strategy | Content Development | Content Marketing | Creative Operations | Creative Production | Multimedia Production

Project & Program Leadership: Agile Collaboration | Cross-Functional Team Leadership | Portfolio Planning | Project & Program Management | Project Execution | Project Implementation | Team Management | Workflow Optimization

Stakeholder & Client Leadership: Business Development | Client Presentations & Demonstrations | Client Success Management | Leadership & Communication | Relationship Building | Stakeholder Management

Digital & Technical: AI-Supported Content & Editorial Workflows | Analytics & Reporting | CMS Administration | CRM Administration | SaaS Implementation | SEO & GEO | Technical Support

TOOLS & TECHNOLOGY

Project & Collaboration: Asana | Basecamp | Jira | Microsoft 365 | Microsoft Teams | SharePoint | Slack | Trello

Marketing, CRM & Analytics: Demandbase | Google Analytics | Hootsuite | HubSpot | Mailchimp | Marketo | Microsoft Dynamics CRM | Raiser's Edge NXT | Salesforce

Creative & Multimedia: Adobe Acrobat Pro | Adobe Audition | Adobe Photoshop | Adobe Premiere Pro | Audacity | Canva | Captivate | Final Cut Pro | Pro Tools | Riverside

Web & Digital: Brandfolder | Buzzsprout | Frame.io | HTML/CSS | Markup.io | Umbraco | Wix | WordPress | YouTube

Technical: macOS | REST API | SaaS Platforms | SOAP | Windows

EDUCATION & CERTIFICATION

Project Management Professional (PMP) Certification • Project Management Institute Credential ID: 3646311

Bachelor of Fine Arts, Theatre • University of Georgia | Athens, GA