

Caroline “Cari” Favole, PMP®

Certified, Dynamic, and Versatile Project Manager

Experienced professional specializing and certified in Project Management with a strong background in Customer Relations and Communications. Proficient in overseeing diverse project coordination tasks, content development, and video production across various settings. Skilled in orchestrating seamless collaboration among cross-functional teams to achieve strategic business and production goals. Proven expertise in elevating social media engagement and retention, enhancing client success, and ensuring superior product quality through adept software utilization. A proactive leader with a track record of successfully implementing major projects to drive organizational success.

PMP® Credential ID: 3646311

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📍 Snellville, GA

🔗 <https://linktr.ee/carifavole>

🌐 [linkedin.com/in/cfavole](https://www.linkedin.com/in/cfavole)

📄 www.carifavole.com/portfolio

WORK EXPERIENCE

Project Specialist

Matrix MKTG

Midtown Atlanta, GA

January 2024 - Present

- Manage projects and provide support to cross-functional teams while reporting directly to the Chief Operating Officer.
- Support the development of processes and systems to streamline workflow.
- Task management, including tracking progress of reports.
- Ensure effective communication flow within the team.
- Track performance analytics and deliver information and reports to Company Leadership.

Professional Storyteller (Voice Actress & Marketing Consultant)

Favole Productions

Snellville, GA

Jan 2024 - Present, FREELANCE

Feb 2022 - Dec 2023, FULL-TIME

Nov 2013 - Jan 2022, FREELANCE

- Delivering voice-over services across multiple genres, including telephony, eLearning, commercials, and narration.
- Develop and maintain project plans, timelines, and documentation for cloud-based projects, resulting in a 30% reduction in project delivery time
- Manage project initiation activities such as identifying contractual obligation, client needs and goals, existing situation, necessary contacts, and provided access to existing information as needed.
- Operating audio editing software to generate high-quality products for clients.
- Fabricating videos through video editing software as content for digital marketing and social media growth.
- Presenting entertaining and educational content through easily consumable mediums.
- Collaborating with clients and stakeholders to understand their vision and requirements for voice-over and video projects.
- Managing multiple projects simultaneously, ensuring timely delivery and maintaining high production standards.
- Keeping up-to-date with industry trends and best practices to continually enhance the quality and impact of voice-over and video content.
- Developed & maintained policies & standards for maximizing effectiveness while minimizing costs.

Marketing Communications Specialist - Project Management

Accreditation Commission for Education in Nursing

Buckhead, GA

September 2021 - January 2022

- Conduct market research and analysis to identify suppliers and products that met project requirements and delivered the best value to the organization.
- Coordinated vendor selection process for campaign projects and Exhibitor Events.
- Build the team's agile knowledge and empower the teams to make process improvements captured in sprint retrospective meetings and work with the team to follow up on action plans.
- Designed, developed, and executed marketing communications campaigns and plans, creating content for various mediums including print, websites, social media, and email.
- Managed the publishing of the ACEN newsletter, "Reports to Constituents," and other printed and electronic publications, ensuring timely and accurate distribution.
- Conceptualized, designed, and developed program materials for forums, workshops, exhibits, and presentations, incorporating supporting graphics, audio/video, and other media components.
- Copyedited and proofread internal and external mass communications, ensuring consistency of messaging and adherence to ACEN communication standards.
- Researched, collected, and organized data for ad-hoc reports, supporting outreach efforts to maintain accurate information for target markets.
- Developed a comprehensive social media strategic plan for content development, overseeing scheduled postings to enhance engagement and outreach.
- Collected, analyzed, and reported data on the effectiveness of executed campaigns and strategies, providing valuable insights for future marketing initiatives.
- Maintained and optimized the ACEN website, managing content and assets, ensuring up-to-date and accurate information, and enhancing website traffic through SEO efforts.

Engagement Marketing Manager (Designated Project Manager)

Catholic Charities Atlanta

Smyrna, GA

October 2020 - September 2021

- Developed and executed project-focused communication solutions to effectively communicate to stakeholder audiences, including establishing appropriate strategies, defining key metrics, writing communications and managing delivery.
- Work closely with cross-functional teams to develop and execute procurement strategies that aligns with business objectives and goals.

WORK EXPERIENCE CONT.

- Collaborate across tech support, operations, and networking teams to procure and roll out new functions across the enterprise
- Managed all aspects of marketing and communications for the organization, overseeing tasks such as press releases, public statements, collateral materials, program flyers, and event invitations.
- Utilized strategic content marketing strategies to engage supporters and establish meaningful interactions with grantors, enhancing the organization's visibility and impact.
- Led the planning and execution of fundraising event efforts and media campaigns, successfully raising \$1,245,000 towards the annual departmental goal of \$1,900,000.
- Provided analytic metrics to assess the effectiveness of marketing efforts and directly reported outcomes to the Board of Directors and CEO, facilitating informed decision-making.
- Managed regular updates to the organization's website, ensuring accurate and up-to-date information for stakeholders, and also supported basic IT needs such as Zoom Webinars and Conference Room technology.
- Mentoring teams, leading them to self-management
- Spearheaded the staffing process including recruitment, supervision, development, evaluation, and discipline.

Production Assistant Legal Technology Services

June 2019 - September 2020

Loganville, GA

- Spearheaded all production and shipping processes, ensuring the timely delivery of products and services to clients; also responded to routine inquiries, effectively generating new service leads.
- Aligned transcripts with depositions for attorney use in mediations and trials using TimeCoderPro; skillfully utilized Adobe Premiere Pro and Trial Director to edit footage derived from recordings and depositions, preparing it for trial presentation.
- Demonstrated excellent communication skills while addressing customer inquiries through both phone and email channels; proactively engaged in conferences to showcase services and engage with potential clients.
- Participated in meetings with legal professionals, collaborating on various strategies to enhance processes and transcripts; successfully streamlined procedures and created comprehensive documentation for approval and use in training.
- Actively engaged in continuous improvement efforts, identifying opportunities to optimize processes and deliver even higher-quality services to clients.
- Managed and maintained detailed records of project statuses, ensuring accurate and up-to-date information was readily available for team reference and client communication.
- Collaborated closely with cross-functional teams to ensure seamless project execution, from initial request to final delivery, fostering a collaborative work environment and enhancing overall efficiency.
- Lead in adhering the team to established procedures & protocols to ensure superior customer satisfaction.
- Worked directly with end-customers and partners as needed.

Project Manager Crisp Video Group

November 2018 - February 2019

Atlanta, GA

- Establish and oversee project management methodologies and best practices including building the ideal processes and artifacts for research projects.
- Monitored and measured progress of projects to ensure they are delivered on time, meet expectations, and deliver value.
- Liaised between clients and the cinematographer, effectively facilitating communication and understanding of client requirements; developed production booklets and storyboards aligned with client needs, consistently delivering on time.
- Orchestrated ongoing video campaigns, meticulously reviewing edits to guarantee client satisfaction; coordinated weekly creative meetings with clients and cinematographers, fostering a collaborative environment for content creation.
- Demonstrated adept use of upselling sales techniques and comprehensive service knowledge to effectively encourage customers to invest in higher-value items, upgrades, or supplementary add-ons, successfully driving revenue and positively influencing client retention.
- Collaborated closely with cross-functional teams to ensure seamless project execution, from initial concept to final delivery, ensuring projects met or exceeded client expectations.
- Managed detailed records of client interactions, project specifications, and progress, maintaining accurate and up-to-date information for future reference and team coordination.
- Actively engaged in the continuous improvement of processes, identifying opportunities to enhance efficiency and overall client experience, contributing to increased client satisfaction and repeat business.
- Cultivated strong relationships with clients through attentive communication and dedicated service, consistently ensuring that their needs were met and expectations exceeded.

Project Manager & Content Creator MCNE Studio

May 2017 - October 2018

Alpharetta, GA

- Acted as the Writer, Producer, and Performer for a prominent YouTube series, "Naiah and Elli Doll Show," achieving an average of 1 million views per episode, with the most popular episode garnering 11 million views.
- Efficiently transcribed scripts, carried out filming and performances, collaborated on edits, and provided essential voice-over work to ensure the series' success.
- Work with the teams to remove impediments that slow down the teams' progress and eradicate potential blockers.
- Keep teams focus on the sprint's priorities, business values and protecting teams from over-committing.
- Successfully pioneered the creation and development of the Doll Show, leading to the expansion of the team with the recruitment of additional employees to enhance the production process.
- Held the role of Creative Director and Associate Producer for children's content, overseeing a team of 3 individuals across pre-production, production, and post-production phases.
- Orchestrated and facilitated the entire content creation process, ensuring seamless coordination and collaboration among team members for consistent and high-quality results.
- Demonstrated effective leadership and project management skills, contributing to the realization of creative vision and the consistent delivery of engaging content to the target audience.

WORK EXPERIENCE

Client Success Manager (Designated Project Manager)

Possiblenow

February 2017 - May 2017

Duluth, GA

- Managed supplier selection and evaluation processes, including negotiation of contracts, service level agreements (SLAs), helping reduce the timeframe of project from 75 to 60 days.
- Established relationships with cross functional teams (Operations, Risk, Legal, Compliance, Finance, Technology, etc.) support Product Development and Delivery
- Oversaw the scheduling of meetings and meticulously organized implementation tasks, ensuring efficient project management; authored comprehensive weekly and monthly health status reports to facilitate client assessments, effectively mediating between the client and the company.
- Actively engaged with clients to address and troubleshoot software issues, swiftly escalating critical concerns to expedite recovery and minimize disruptions
- Initiated improvements in various processes, leading to the development of approved documentation that was subsequently utilized in training sessions, enhancing team efficiency and knowledge transfer.
- Maintained a strong focus on client satisfaction, actively seeking opportunities to improve service quality and enhance the overall client experience through effective communication and problem-solving.

Support Engineer

Possiblenow

December 2015 - February 2017

Duluth, GA

- Developed and implemented comprehensive documentation outlining workflow procedures, ensuring standardized and efficient processes; consistently maintained daily issue log reports to track and address concerns.
- Collaborated seamlessly with multiple cross-functional teams, including sales, operations, and development, to ensure effective communication and streamlined project execution.
- Provided exemplary product support to a diverse range of customers, partners, and consultants, following established procedures; efficiently resolved issues of varying complexity, enhancing customer satisfaction.
- Demonstrated proactive involvement in managing data by uploading daily files from the National DNC Registry, Canadian National, and NeuStar lists for customers nationwide; executed monthly and quarterly director reports and audits for clients.
- Maintained a strong commitment to accuracy and compliance, adhering to established protocols and procedures, while actively contributing to the improvement of customer support processes and service quality.

EDUCATION

Bachelor of Fine Arts in Theatre/Performing Arts

The University of Georgia

12/2009

Athens, Georgia

CERTIFICATIONS/ PROFESSIONAL DEVELOPMENT

- **PMP Certification, Credential ID: 3646311 - Project Management Institute, Sept. 13, 2023**
- The Complete Salesforce Classic Administration Certification, Udemy
- Certificate of Accreditation as a Mindfulness-Based Cognitive Therapy Practitioner, Udemy
- Basic Grant Proposal Writing for Nonprofits, Goldstein Consulting
- Microsoft Office Specialist, Microsoft
- Powerful Storytelling for Virtual Fundraisers, Georgia Center for Nonprofits
- Learning Salesforce Admin, LinkedIn
- Learning Zoom, LinkedIn
- Managing Stress, LinkedIn



[Project Management Portfolio Available](#)

SOFT SKILLS

- Business Development
- Client Demonstrations
- Compliance Auditing
- Content Marketing
- Cross-Functional Collaboration
- Customer Service
- Issue Report Log Maintenance
- IT Support
- Leadership & Communication
- Project Execution
- Provide Product Support
- Relationship Building
- Salesforce Administration
- Team Management
- Workflow Procedures

TECHNICAL SKILLS

ACTIVE Advantage | Adobe Acrobat Pro | Adobe Audition CC | Adobe Photoshop | Adobe Premiere Pro | Asana | Audacity | Buzzsprout | Canva | Celtx | DNCsolution | Facebook | Final Cut Pro | Garage Band | Google Analytics | Google Calendar | Graphic Design | HootSuite | HubSpot | Instagram | JotForm | JustGiving | LinkedIn | Maestro | Mac OS | Mail Chimp | Microsoft 365 | Microsoft Access | Microsoft Dynamics CRM and Migration | Microsoft Excel | Microsoft Outlook | Microsoft Word | MyPreferences | OneCause | Picmonkey | Postage Meter Operation | PowerPoint | ProTools | QuickBooks | Raiser's Edge NXT | Rest API | Salesforce | Slack | SOAP | Social Media Platforms | Sound Forge | SmugMug | Spiral Binding | Splunk | Survey Monkey | TimeCoderPro | Trello | Trial Director | Twitter | UPS Shipping App | Windows OS | Wix | WordPress | YouTube | ZOHO | Zoom

REFERENCES

available upon request.