

# CAROLINE FAVOLE, PMP

## Project Manager

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## EXECUTIVE SUMMARY

Dynamic and results-driven Creative Project Manager with over 13 years of experience leading high-profile client accounts, optimizing workflows, and delivering measurable results. Successfully managed the 3rd largest client for a global leader in consent and preference management, overseeing software implementations and streamlining workflows later adopted company-wide. Recognized for reducing project turnaround times by 30%, improving team productivity and client satisfaction. Skilled in multi-platform content development, agile collaboration, and stakeholder management, delivering high-impact campaigns that align with business objectives in fast-paced environments.

## SKILLS AND ACCOMPLISHMENTS

**CLIENT RELATIONSHIP MANAGEMENT:** Strengthened client and stakeholder relationships, driving a 20% satisfaction increase by implementing tailored solutions, proactive communication strategies, and leveraging Salesforce to enhance engagement and management efficiency.

**CROSS-FUNCTIONAL LEADERSHIP:** Directed a web series garnering 100M+ views (1M per episode in 30 days) by scaling production from solo to team-based, managing a 3-person crew over 16 months using Slack and Trello to deliver high-quality content ahead of schedule.

**STRATEGIC EXECUTION:** Spearheaded the implementation of project management tools like Jira and Asana, to enhance campaign and asset management, reduce delivery time by 30% and increased project completion rates by 15%.

**STRONG TECHNICAL APTITUDE:** Experienced in Google Analytics, Salesforce, Jira, Adobe Creative Suite (Photoshop, Premiere Pro, Audition), WordPress, and Wix for data analytics, web design, multi-platform content development and creation, and creative production workflows. Familiar with Rest API for SaaS implementation and skilled in HTML & CSS for digital development and IT support.

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## PROFESSIONAL EXPERIENCE

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**Matrix MKTG**, Atlanta, GA · Project Manager

01/2024 - Present

Spearheads the establishment and operations of the Project Management Office (PMO), driving improvements in project workflows, team collaboration, and client delivery.

- ▶ Leads the implementation of Microsoft Tasks, managing interdepartmental initiatives to replace inefficient workflows, train the agency on its usage, and improve collaboration, enhance communication, and strengthen client-facing project delivery, increasing project completion rates by 15%.
- ▶ Integrates strategic task management protocols using Microsoft Teams to align efforts across departments, streamline workflows, improve collaboration, enhance team productivity, elevate client project delivery, and reduce turnaround time by 30%.
- ▶ Oversees the development and implementation of streamlined workflows for creative production and file management using Microsoft Office Suite, monitoring team performance to optimize productivity and resource allocation across departments, improving processes by 25%.

**Favole Productions**, Atlanta, GA · Digital Content Marketing Consultant (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.

**ACEN**, Buckhead, GA · Project Manager/Marketing Communications Specialist

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.

**CCA**, Smyrna, GA · Engagement Marketing Manager

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.

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## ADDITIONAL EXPERIENCE

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<b>Legal Technology Services</b> , Loganville, GA · Production Assistant	03/2019 - 09/2020
<b>Crisp Video Group</b> , Atlanta, GA · Producer / Project Manager	09/2018 – 03/2019
<b>MCNE Studio</b> , Alpharetta, GA · Project Manager & Creative Director	05/2017 - 09/2018
<b>PossibleNOW</b> , Duluth, GA · Client Success Manager	12/2015 - 05/2017

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## EDUCATION/CERTIFICATIONS

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**Project Management Professional (PMP) Certification** · Project Management Institute | Credential ID: 3646311

**Bachelor of Fine Arts, Theatre** · University of Georgia | Athens, GA