

CAROLINE “CARI” FAVOLE - EXPERIENCE SUMMARY

Below you will see the experience summary I submitted for my PMP Application.

Experience Summary

Software Implementation	4 Months
Video Content Creation	17 Months
Marketing Video Campaign - Law firm	4 Months
Charity Fundraising	12 Months
Total	✔ 36 Months

I. PROJECT: CHARITY FUNDRAISING

Charity Fundraising	
Organization	Job Title
Catholic Charities Atlanta	Engagement Marketing Manager
Functional Reporting Area	Organization Primary Focus
Marketing	Charity Non-Profit Organization
Approach/Methodology	Project Team Sizes
Hybrid	5 to 9
Project Budget	Time Spent on Project to Date
\$1M-\$5M	October, 2020 - September, 2021

OBJECTIVE

The project objective was to effectively develop and execute promotional materials for a range of organizational events. The aim was to ensure the creation and implementation of impactful promotional content, enhancing event attendance, fundraising outcomes, and community engagement while contributing significantly to the organization's overall financial targets.

MY ROLE

Initiating: I began by identifying the people involved and establishing the goals of the project. I determined the project's scope and limitations and conducted an analysis to assess its feasibility. Furthermore, I developed a project charter that outlined the project's purpose, objectives, and key stakeholders.

Planning: I identified and examined potential risks and created a plan to manage them effectively. Additionally, I defined the project's work breakdown structure and established a project schedule that detailed the tasks, milestones, and dependencies. I collaborated with the project team to establish the project requirements and created a comprehensive project scope statement.

Executing: I coordinated and supervised the allocation of project resources, ensuring that the tasks outlined in the project schedule were carried out. I also ensured that the deliverables met the required quality standards and aligned with the project requirements.

Monitor-Control: I monitored the project's performance against the established baselines, tracking progress and identifying and analyzing any deviations. I took corrective measures when necessary. I also reviewed change requests to determine their impact and made adjustments to the project management plan accordingly.

Closing: I completed all the necessary activities to formally close the project. This involved verifying the completion of all project deliverables to the required quality standards, obtaining formal acceptance from stakeholders, and transitioning the project to the customer or end-user.

PROJECT DELIVERABLES

The project deliverable encompassed the successful development and execution of impactful promotional materials for a variety of organizational events. The project team worked diligently to create compelling content that aimed to increase event attendance, enhance fundraising outcomes, and foster community engagement. The deliverable included the creation of a diverse range of promotional materials, such as event flyers, posters, social media graphics, videos, and press releases. The team collaborated with designers, copywriters, and multimedia experts to ensure that the content effectively conveyed the essence of each event and its significance. To achieve the desired impact, the team meticulously tailored the promotional materials to resonate with the target audience. They emphasized key event features, highlighted benefits of attendance, and conveyed a sense of excitement and urgency. In addition, the project involved the strategic dissemination of promotional content through various channels, including social media platforms, websites, email newsletters, and local media outlets. The comprehensive documentation of the deliverable included copies of all created promotional materials, content calendars, and performance analytics. The team also conducted post-event evaluations to assess the effectiveness of the promotional efforts and identify areas for improvement.

Project Outcome: The project deliverable significantly contributed to the organization's financial targets by driving increased event attendance, boosting fundraising outcomes, and fostering stronger community engagement. The impactful promotional materials created a compelling narrative around each event, effectively resonating with the audience and achieving the project's objectives.

2. PROJECT: MARKETING VIDEO CAMPAIGN

Marketing Video Campaign - Law firm

Organization	Job Title
Crisp Video Group	Project Manager
Functional Reporting Area	Organization Primary Focus
Marketing	Legal
Approach/Methodology	Project Team Sizes
Traditional (Waterfall)	5 to 9

OBJECTIVE

The objective was to produce marketing videos specifically tailored to the law firms of our clients. The aim was to coordinate and oversee the entire video production process, from conceptualization to the final edited videos.

MY ROLE

Initiating: I established the project's purpose and goals. I created a project charter that outlined the project's budget, schedule, and resource requirements. I also identified any limitations or constraints that could affect the project's success.

Planning: I developed a work breakdown structure (WBS) to break down the project deliverables into manageable tasks. Using the WBS, I constructed a project schedule that included task dependencies, durations, and milestones. I estimated the costs associated with each project activity and created a budget baseline that included contingency reserves for unforeseen expenses.

Executing: I focused on executing the project activities as defined in the project plan. I employed effective team management techniques to ensure team members remained motivated, engaged, and on track. This involved delegating tasks, providing clear instructions, and regularly monitoring progress.

Monitor-Control: I regularly assessed project metrics and identified any deviations. I utilized earned value management (EVM) to track project progress and detect potential issues. I held regular status meetings with the project team and stakeholders to discuss progress, address concerns, and develop corrective actions. I took appropriate measures to address any deviations from the project plan.

Closing: I obtained formal acceptance of project deliverables from the project sponsor and stakeholders. I sought feedback from stakeholders regarding the overall performance and success of the project. I archived project documentation, released project resources, and completed any necessary contract closure activities.

PROJECT DELIVERABLES

The project deliverable encompassed the successful production of customized marketing videos tailored to the specific needs of law firms belonging to our clients. The project team meticulously coordinated and managed every aspect of the video production process, from initial conceptualization to the creation of final edited videos. The deliverable included the identification of key messaging and branding elements that would resonate with the target audience of law firms. Collaborating closely with stakeholders, the team developed creative concepts, scripts, and storyboards that effectively communicated the unique strengths and services of each law firm. The project involved arranging video shoots at law firm locations, managing the logistics of equipment, lighting, and sound, and directing the filming process to ensure high-quality footage acquisition. Post-production efforts included video editing, graphics incorporation, voiceover integration, and music selection to create compelling and engaging marketing videos. The team carefully reviewed and

refined the content to align with the desired messaging and brand identity of each law firm. The project deliverable also included the final delivery of professionally produced marketing videos to our clients, ready for deployment across various marketing channels.

Project Outcome: the project deliverable was a set of customized marketing videos that effectively showcased the strengths and services of law firms to their target audience. The videos served as powerful tools to enhance brand visibility, attract potential clients, and contribute to the overall success of our clients' marketing efforts.

3. PROJECT: VIDEO CONTENT CREATION

Video Content Creation	
Organization	Job Title
MCNE Studios	Project Manager
Functional Reporting Area	Organization Primary Focus
Production	Entertainment/Media
Approach/Methodology	Project Team Sizes
Agile	1 to 4
Project Budget	Time Spent on Project to Date
Up to \$1M	May, 2017 - October, 2018

Objective: The objective of the project was to conceptualize and produce an engaging YouTube video series specifically designed to cater to children's entertainment preferences. The aim was to craft content that not only entertained but also resonated deeply with the young audience.

MY ROLE

Initiating: I developed a project charter to define the project's high-level objectives, scope, deliverables, and stakeholders. Then, I conducted an analysis to determine the project's feasibility, considering factors such as cost, schedule, resources, and potential benefits.

Planning: I developed a detailed project scope statement, which defined the project's high-level objectives, deliverables, and requirements. I created a work breakdown structure to break down the project into smaller, more manageable pieces of work. I developed a detailed project schedule that included activity durations, dependencies, and milestones.

Executing: I facilitated communication with stakeholders both within and outside the team and tackled any problems or inefficiencies that arose. I organized and executed training sessions for the team and kept all project stakeholders informed through regular status meetings and communication about any issues.

Monitor -Control: I was responsible for monitoring project progress, identifying any variances or deviations from the project plan, and implementing corrective actions as needed. I was regularly reviewing project performance data, such as cost reports, progress reports, and risk assessments, to identify potential issues and risks. I was controlling the project scope, which included reviewing

change requests, assessing their impact on the project, and determining how to integrate them to project plans and baselines.

Closing: I conducted a final project review to evaluate the project's overall performance and identify any lessons learned. I ensured that all project deliverables had been completed and approved and that they meet the required quality standards.

PROJECT DELIVERABLES

The project deliverable entailed the conception, creation, and successful execution of an engaging YouTube video series tailored specifically for children. In my role as the Creative Director and Associate Producer for "The Naiah And Elli Doll Show," I employed a multifaceted approach to ensure the series aligned with children's entertainment preferences and educational needs. The deliverable included meticulous scripting, encompassing age-appropriate content, engaging narratives, and positive values. I strategically integrated technical elements such as visual effects, animation, and sound design to enhance engagement and maintain a captivating viewing experience. Production planning encompassed scheduling, resource allocation, and technical setup to ensure smooth recording and post-production processes. Hands-on involvement extended to overseeing filming, directing actors (if applicable), supervising editing, and finalizing post-production elements. The deliverable achieved remarkable success, consistently amassing an average of 1 million views per episode and reaching a peak of 11 million views for the most popular segments. This demonstrated the project's ability to effectively engage the target audience and align content with their preferences. Furthermore, by incorporating educational elements and embedding positive messages within the series, the deliverable aimed to provide not only entertainment but also contribute to children's cognitive and emotional development.

Project Outcome: Through a meticulous blend of technical proficiency, creative storytelling, and audience engagement strategies, the project successfully fulfilled its objective of offering enriching, entertaining, and meaningful content to young viewers.

4. PROJECT: SOFTWARE IMPLEMENTATION

Software Implementation	
Organization Possible Now	Job Title Client Success Manager
Functional Reporting Area IT or IS	Organization Primary Focus Consulting
Approach/Methodology Traditional (Waterfall)	Project Team Sizes 15 to 19
Project Budget \$1M-\$5M	Time Spent on Project to Date February, 2017 - May, 2017

OBJECTIVE

The project objective was to facilitate the seamless integration of the organization's software, "MyPreferences," into the Salesforce system already in use by clients. The aim was to enhance operational efficiency and provide clients with a unified and streamlined experience.

MY ROLE

Initiating: I crafted a project charter to outline the project's primary goals, scope, deliverables, and key stakeholders. Then, I conducted a thorough analysis to assess the project's feasibility, taking into account factors like cost, schedule, available resources, and potential benefits.

Planning: I devised a comprehensive project scope statement, defining the project's overarching objectives, deliverables, and requirements. Additionally, I developed a work breakdown structure to divide the project into manageable tasks.

Executing: Throughout the project's execution, I facilitated effective communication with stakeholders both within and outside the team. Addressing any challenges or inefficiencies that surfaced, I actively organized and conducted training sessions for the team. Additionally, I maintained open lines of communication with all project stakeholders, ensuring they were continually informed of progress and any pertinent issues.

Monitor -Control: I took charge of closely monitoring the project's progress, promptly identifying any deviations or discrepancies from the initial plan. In response to these findings, I implemented necessary corrective actions. Regularly scrutinizing project performance data, including cost reports, progress updates, and risk assessments, enabled me to proactively identify potential problems and risks.

Closing: As the project neared completion, I conducted a comprehensive final review to evaluate overall performance and extract valuable lessons learned. I diligently ensured that all project deliverables were finished and approved, meeting the required quality standards.

PROJECT DELIVERABLES

The project deliverable encompassed the successful integration of the organization's software, "MyPreferences," into the existing Salesforce system used by clients. The project team worked meticulously to ensure the seamless and efficient integration of the two systems, aiming to enhance operational efficiency and offer clients a unified and streamlined experience. The deliverable included a comprehensive analysis of the existing Salesforce system and the customization of "MyPreferences" to align with its architecture and functionalities. The team conducted rigorous testing to verify data integrity, system compatibility, and user experience after integration. Technical workflows were designed and implemented to ensure smooth data synchronization and real-time updates between the systems. The project also involved developing a user-friendly interface within Salesforce to enable clients to access and utilize "MyPreferences" seamlessly. Comprehensive documentation of the integration process, including data mapping, system configurations, and user guides, was prepared to facilitate future management and maintenance.

Project Outcome:

The project deliverable significantly enhanced operational efficiency by providing clients with a unified platform for their needs. The seamless integration improved data accuracy, reduced manual efforts,

and offered clients a cohesive experience, ultimately leading to higher client satisfaction and streamlined business processes.