

CAROLINE FAVOLE, PMP®

Senior 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.

PROFESSIONAL EXPERIENCE

Senior Project Manager, Atlanta, GA · Matrix MKTG

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%.

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

11/2013 – Present

Independent multimedia producer and creative consultant, managing multi-platform content strategies for clients and personal projects, including podcast production, voice acting, video narration, and branded storytelling.

- ▶ 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 & Creative Director, Alpharetta, GA • MCNE Studio

05/2017 - 09/2018

Led the creation, management, and production of engaging children's content, including the widely successful YouTube series "Naiah and Elli Doll Show," which achieved an average of 1 million views per episode, with a peak of 18 million views for the most popular episode.

- ▶ Wrote, produced, and performed in the series, managing the entire content creation lifecycle, including scripting, filming, voice-over work, and collaboration on editing to ensure consistent high-quality output.
- ▶ Directed and managed a growing production team of three employees across pre-production, production, and post-production phases, fostering collaboration and maintaining alignment with creative goals and deadlines.
- ▶ Played a pivotal role in scaling operations by optimizing workflows, enabling the expansion of the team to enhance production efficiency and quality. Demonstrated exceptional project management skills by coordinating schedules, tasks, and deliverables to ensure timely delivery of content that resonated with the target audience.

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

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

09/2021 - 02/2022

Production Assistant, Loganville, GA • Legal Technology Services

03/2019 - 09/2020

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

09/2018 – 03/2019

Client Success Manager, Duluth, GA • PossibleNOW

12/2015 - 05/2017

EDUCATION/CERTIFICATIONS

Project Management Professional Certification • Project Management Institute | Credential ID: 3646311

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