

Caroline “Cari” Favole, PMP®

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

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Dear Hiring Manager:

I am a producer at heart. Across 14+ years in creative production, project and program management, marketing, content, technology, and entertainment, I have built a career around taking ambitious ideas, finding the story and structure inside them, and creating the path that gets them into the world. As a PMP®-certified leader, I bring both creative instinct and operational discipline to complex, cross-functional work.

In my current role with e2open, a WiseTech Global Group Company, I lead high-volume brand, content, and creative operations across a global marketing organization. I manage a portfolio averaging approximately 30 new requests each week, aligning content, design, product marketing, web, campaigns, events, and sales enablement from intake through delivery. My work has expanded beyond project execution into creative operations, content strategy, brand governance, SEO and generative-search practices, AI-supported editorial standards, and the operational changes required during a major organizational integration.

That work builds on a track record of measurable results. I previously established project-management operations that increased project completion by 15%, reduced turnaround time by 30%, and improved creative-production efficiency by 25%. Across earlier marketing roles, I helped increase engagement by 17.5%, grow website traffic by 15%, contribute to more than \$1.2 million in fundraising revenue, and lead entertainment content that reached more than 100 million views. The industries and deliverables have changed, but the through line has remained consistent: create clarity, connect the right people, protect the story, and make things happen.

I am most energized by opportunities where creative execution, strategic thinking, and operational leadership intersect. Whether the work involves producing multimedia, building a campaign, improving a creative workflow, leading a complex program, or helping a team turn an idea into something real, I bring a collaborative approach, strong documentation, practical problem-solving, and a commitment to getting good work across the finish line.

I would welcome the opportunity to bring that combination of creative production, project leadership, and storytelling to your team. Thank you for your consideration.

Warm regards,



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