

Maria Massie

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PROFESSIONAL SUMMARY

Dedicated Senior Project Manager with a background in digital marketing and resource management within the dynamic web development and marketing industry. Proficient in managing client relationships, collaborating with international and bilingual teams, and fostering project management team development and mentorship.

EXPERIENCE

Senior Project Manager, Savas Labs

May 2023 - October 2023

- Manage between 14 to 20 active clients ranging from ongoing account support to newly onboarded website redesigns
- Conduct monthly audits of hours billable for each client assigned and generate invoices
- Receive and process new client requests. Collaborate with the internal departments to provide budget and hour estimates for requests and draft client agreements in PandaDoc
- Coordinate project timelines and assign department resources for the project's longevity based on skill and availability. Analyze potential risks and prepare contingency plans

Resource Manager, Tambourine

November 2022 - May 2023

- Collect and analyze resource utilization reports for creative, development, account service, and project management teams
- Develop reports to estimate upcoming human resource needs based on historical utilization data to guide staffing allocation and hiring
- Establish standard operating procedures for the project management team and create documentation for training
- Support COO with ad-hoc reporting needs

Project Manager, Tambourine

March 2021- November 2022

- Manage between 15 to 20 website development projects using project management software (Teamwork & Salesforce) following the waterfall methodology
- Strategize and construct sitemaps based on proven best practices, historical data, and future goals
- Troubleshoot basic DNS issues and apply domain record updates on behalf of the client
- Sole contact for the client during the onboarding phase, responsible for setting realistic expectations and articulating program inclusions

Project Coordinator, Tambourine

February 2020 - March 2021

- Upload all copy, design assets, and shortcodes into the content management system (Symphony)
- Initiate the quality assurance process on beta links upon completion of website development using a Kanban-based bug tracking program (Bugherd)
- Work in tandem with the Project Manager to coordinate remote design, development, paid media, tracking, and copywriting departments
- Process, organize, and distribute information and assets provided by the client

Account Executive, Tambourine

August 2018 - February 2020

- Monitor and provide strategic guidance for over \$200,000 in annual ad spend for major hotel, restaurant and spa clients
- Use basic HTML and CSS to complete website updates and email buildouts thereby minimizing the developer's workload and reducing turnaround time on client requests
- Compile monthly reports which include analysis of year-over-year marketing performance

Marketing Coordinator, Latin2Latin Marketing

September 2017 - July 2018

- Launched an international ad campaign that generated over \$300,000 in potential revenue
- Automated social media and website reporting by creating a streamlined report, reducing the time spent collecting online analytics by 50%
- Developed a website sitemap for a site redesign and proposed suggested optimizations.

EDUCATION

Bachelors, International Business & Management

August 2013 - July 2018

Florida International University

Bachelors, Computer Science

January 2021 - July 2024

Florida International University

SKILLS AND TOOLS

- Coding Languages: Basic HTML & CSS, Intermediate Java
- Project Management Software: Asana, Monday.com, Teamwork.com, Salesforce
- Resource Management & Time Tracking Software: Salesforce, Harvest, Forecast
- Content Management Systems: Drupal, WordPress, Squarespace
- Productivity Tools & Workspaces: Google Suite, Microsoft 360, Vonage, Slack
- DNS Support & Troubleshooting
- Conversational Spanish