[Creative Project Manager, Operator, Producer](https://www.postjobfree.com/resume/ady684/creative-project-manager-brooklyn-ny%22%20%5Ct%20%22_blank)

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OPERATIONS LEADER PROJECT MANAGER CREATIVE PRODUCER KEY AREAS OF EXPERTISE
• Operations Management • Project Management • Program Management
• Social Media Marketing • Campaign Development • Experiential / Event Production Hue Ventures, LLC New York, NY January 2023 – Present Chief of Staff to CEO
Responsible for the successful operations and oversight of website platform, resource planning, brand marketing strategy, B2B partnerships, and operational expenses ($250K).
● Develop operational plans for key initiatives across website development and B2B partnerships strategy.
● Identify opportunities to elevate brand and CEO’s executive presence through speaking engagements and press features, and manage operational and logistics details, communications, technical requirements (audio / video), and third-party contractors and vendors.
● Oversee day-to-day management of membership portal and process.
● Create data-driven presentations for consulting strategies and deliverables for Fortune 100 partner companies.
● Consistently streamline operational processes across spend management, website management, community management, membership portal, partner communications and job board. Verizon Communications, Inc., New York, NY November 2021 – December 2022 Chief of Staff to SVP, Marketing Activation & Creative (Position eliminated due to organization restructure) Responsible for the successful operations and oversight of headcount allocation, change management, and budget management across B2C and B2B marketing spend, organization structure, culture, and operational expenses ($3M). Managed Operations Support Coordinator.
● Developed governance plans for key initiatives across Marketing Activation and broader enterprise.
● Partnered with Marketing Effectiveness Team to produce ongoing training series for improved workflow, cross-functional collaboration, governance, and working relationships.
● Strategically elevated Principal’s executive presence through drafted email communications, stakeholder/time management alignment, DE&I initiatives, social media, and speaking engagements.
● Created concise and visually-compelling presentations for creative and operational reviews, speaking presentations, industry events, and internal strategic initiatives.
● Led coordination of content, programming, and communications for Staff Meetings and All Hands.
● Partnered with Finance Team and Departmental Budget Leads to streamline financial and headcount management and reporting process.
Wethos, Remote March 2020 – October 2021
Senior Operations Manager April 2021 – October 2021 Led company-wide strategic planning, customer experience operations, and fintech product operations. Created annual department budgets ($500k) and financial processes. Managed Customer Support Associate and an Accounting Team of two people.
● Developed quarterly department goals to align with company-wide objectives (OKRs).
● Oversaw agreements and non-technical project management with third-party banking partner.
● Implemented and managed fintech compliance and security processes. AMBER JONES Page Two
● Created and executed B2C partnerships strategy and managed day-to-day relationships, reporting, and tactical planning (exceeded acquired partners goal by 66%).
● Supported CEO in investor management by streamlining quarterly financial and metrics reporting, communications, and managed due diligence processes. Operations Manager October 2020 – March 2021
Created and optimized infrastructure for team collaboration, productivity, and company scalability in preparation for the organization’s next funding round. Defined people development, retention, and training programs. Oversaw People Operations Team (4) and management of company culture activities.
● Developed remote onboarding and offboarding processes.
● Lead talent acquisition strategies with an equity-first lens; implemented/developed ATS training.
● Created and drove company-wide DE&I quarterly strategies (+45% employee satisfaction; +17% employee retention; +10% new user acquisition).
Producer, Operations March 2020 – October 2020
Shaped the organization’s company culture through employee satisfaction, engagement, and enablement initiatives. Identified opportunities and strategies for improved cross-functional efficiencies, productivity, and asynchronous collaboration.
● Implemented HRIS change management processes / training for payroll, benefits, and P&O compliance.
● Expanded health and wellness benefits package (+22% employee satisfaction and +10% retention).
● Revamped and led training of internal company/manager handbook and external website policies (i.e. Privacy Policy, Terms of Service).
Social Chain, New York, NY January 2018 – December 2019 Project Manager (01/2018 – 08/2019); Sr. Project Manager (09/2019 – 12/2019) Oversaw digital marketing campaigns and creative productions for consumer-driven clients. Planned and managed campaign budgets ($25 - 350k), timelines, and resource planning. Channels included Facebook, Instagram, Twitter, and TikTok. Managed Project Coordinator and Production Team of five people.
● Optimized workflow across teams to effectively manage resources through Basecamp and Float.
● Sourced and managed vendor and supplier relationships, agreements, and negotiations.
● Oversaw production planning, including talent and location sourcing, permit and contract acquisitions, and production and post-production resources and equipment.
● Defined and maintained workload capacity, assigning resources by applicable skills and project scope.
● Managed creative feedback and approval process at various stages of campaign development. ForceBrands, New York, NY May 2016 – December 2017 Digital Marketing Coordinator (05/2016 – 05/2017); Assoc. Manager, Digital Marketing (06/2017 – 12/2017) Led digital, email, and social media marketing strategy to increase client and customer acquisition. Developed organic and paid social media campaign strategies across Instagram, Facebook, and LinkedIn, with a 50% increase in brand awareness and engagement.
● Developed search engine marketing and optimization (SEM / SEO) strategies and paid social media marketing campaigns ($60k) in collaboration with third-party media partners.
● Developed a Salesforce Marketing task force to better leverage customer data for improved, personalized email marketing; reported digital marketing insights to optimize digital marketing strategy
(+44% website conversions).
● Reported on digital campaign performance through Google Analytics (+61% website traffic).
● Oversaw email newsletter development, promotion, and distribution (+282% email subscribers).
● Supported Events & Partnerships Manager with logistics and promotion of in-office and external events. FREELANCE EXPERIENCE
Lavendr January 2023 – May 2023
Communications Consultant; Client: co:census
ANNEX88 January 2020 – February 2020
Project Manager; Client: Bloomingdale's
The FADER March 2017 – May 2017
Social Editor
EDUCATION
Bachelor of Arts (B.A.), Media Business & Entrepreneurship Temple University, Philadelphia, PA

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