

Lisa Kathryn-Marsh Sanders

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MARKETING PROJECT MANAGER

A seasoned leader, identifying areas for improvement and implementing solutions that deliver measurable results. Whether it's developing standardized processes to streamline operations or implementing best practices to enhance performance, I am committed to driving continuous improvement and fostering a culture of excellence within the organization. Experienced in every area of business, operating like a swiss army knife – able to make sharp gains in productivity and impact through taking on key priority projects, enforcing key process and operational documentation, and holding teams accountable to OKR operating systems while driving efficiencies. Throughout my career, I have developed a finely tuned ability to seamlessly transition between a meticulous focus on details and maintaining a strategic, big-picture perspective.

CORE COMPETENCIES

- Process Improvement
- Resource Management
- Vendor Procurement
- Risk Management
- Cross-Functional Alignment
- Global Travel
- People Management
- Financial Analysis
- Budget Management
- Process Development
- Business Operations
- Organizational Efficiency
- Strategic Planning
- Stakeholder Engagement
- Agile Project Management
- Implementation
- SOW Proofreading
- Relationship Management

SOFTWARE PROFICIENCIES

- Asana
- Monday.com
- Workfront
- Jira
- Brandfolder
- Basecamp
- Smartsheet
- Hive
- Zapier
- Tableau
- SharePoint
- Slack
- Webex
- Microsoft Office Suite
- Power BI

PROFESSIONAL EXPERIENCE

GEORGE P. JOHNSON EXPERIENCE MARKETING – *Events Project Manager (contractor)* 2024 - Present | Denver, CO

- Single point of contact to Cisco & Sage customers for all updates for all strategy event projects
- Maintain on-going communication with customers and internal teams to keep them informed on project status
- Developed Smartsheet dashboards and project plans to track and keep progress of all tasks and deliverables
- Coordinate kickoff meetings with strategists and client to review project initiative & goals
- Maintain and organize client SharePoint site with all final PPT Decks and Readout Recordings

HH GLOBAL – *Implementation Manager, Creative Production*

2023 – 2024 | Brighton, CO

- Led 3 RFP assessments for clients with budgets averaging \$6M to \$10M
- Supported 2 implementations for CPG & Beverage customers with budgets from \$7M to \$9M
- Presented customer-facing weekly reporting dashboards in PMO governance meetings for workstream evaluation
- Independently managed medium-large implementation project plans working cross-functionally with SMEs
- Lead teams, ensuring clear communication, effective collaboration, and timely delivery of project milestones
- Worked with senior leadership, launched North American company mental health employee resource group

CONGA – *Marketing Operations Production & Process Project Manager*

2021 – 2023 | Broomfield, CO

- People Manager | Center of Excellence (Graphic Designers, Copywriters, Content Manager, Web Developers)
- Evaluation and implementation of new project management tool for 50+ person marketing department
- Project management of new website for \$150M contract management software company
- Led end-to-end execution of multiple medium-to-high complexity channels, projects, and campaign strategies
- Partnered with cross-functional teams to manage development of content aligned with social marketing strategy
- Worked with stakeholders and senior leadership on streamlining and optimizing cross-functional marketing processes
- Managed project deliverables from strategy definition to execution, including setting project goals and messaging
- Managed reporting for weekly status meetings across demand generation, product marketing, customer marketing, & brand
- Identified, assessed and managed dependencies, risks, issues and impediments, helping to remove bottlenecks

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C&D PRINTING & MAILING – *Business Development Manager / CSR*

2019 – 2021 | Denver, CO

- Developed and launched targeted ABM campaigns to drive sales pipeline, reporting on program progress to executives
- Developed and launched relationship funnel which translated into \$50K in increased revenue

CLEVER FUNNEL DIGITAL, LLC – *Key Senior Account Manager*

Contract - 2019 | Denver, CO

- Created a testing framework to determine and measure the market potential for four brands for top account client
- Developed strategies for utilizing organization's capital to maximize long-term revenue growth
- Planned and executed digital media ad placements and email campaigns for testing purposes

THE ART OF BRAND STRATEGY, LLC – *Independent Business Owner*

2017 – 2019 | Westminster, CO

- Planned & executed digital media ad placements that generated 12.56% open rate and 570 impressions
- Secured cost savings in print marketing dollars in excess of \$1,000 per campaign

AMERICAN BLUE RIBBON HOLDINGS – *Print Production Program Manager*

2017 | Denver, CO

- Managed production and versioning with print vendor of restaurant menus across 300 locations
- Developed new and creative printing methods working with vendors for on premise restaurant holiday POP

RATNER COMPANIES – *Production Specialist*

2015 – 2017 | McLean, VA

- Developed unique creative executions for 2016 Salon Holiday Décor elements, saving \$65K YOY
- Cultivated business relationships with POP printers and vendors resulting in an annual savings of \$23,000+
- Managed & analyzed \$600K+ annual POP budget with analysis of benchmark budget information

LEARNING TREE INTERNATIONAL – *Marketing Project Manager*

2012 – 2015 | Reston, VA

- Organized and managed design, production, and proofreading of 5 training catalogs every 90 days
- Managed 60+ print collateral projects at any given time from design inception to printed completion

ADDITIONAL ACCOMPLISHMENTS

- Secured new independent publishers and ad network partners, achieved 128% of quota goal first quarter employed
- Drove revenue growth by prospecting and closing agreements with online publishing partners for online ad network
- Managed schedule conflicts & worked with creative dept. to assign work in an effort to increase demand for creative output
- Worked on company task force to implement new procedures and processes for workflow management
- Negotiated 35% annual blanket discount for all Royalty Free and Rights Managed stock imagery from a top industry vendor
- Implemented procedure within broadcast department resulting in 75% improvement of market/DMA placement radio spots
- Managed the creation and implementation of 3 heavy QSR FSI programs while facilitating ad materials for additional clients
- Developed schedules for a minimum of 20 projects weekly with 200+ monthly deadlines for 15+ different internal personnel
- Managed the traffic flow of creative projects within a fast-paced ad agency environment, coordinating timelines, resources, and communication between creative teams and clients, resulting in a 15% increase in project efficiency and timely delivery.

ADDITIONAL TITLES HELD

Senior Traffic Manager

Marketing Coordinator

New Business Coordinator

Publisher Development Representative

EDUCATION

Ohio University 1998 - 2002

Bachelor of Science in Human & Consumer Sciences

Major | Retail Merchandising

Academic Concentration | Advertising & Marketing