

Jennifer Read

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Professional Summary

Results-driven project manager and process improvement specialist with 13 years of experience in marketing, content strategy, and operations. Proven success in leading teams, optimizing workflows, and driving efficiency. Adept at implementing digital strategies, streamlining processes, and improving cross-functional collaboration.

- **Process Optimization:** Developed and implemented operational workflows, improving team productivity by 25% and reducing project turnaround times by 30%.
- **Project Leadership:** Led content and marketing teams, managing campaigns that increased engagement by 50%.
- **Strategic Execution:** Spearheaded SOP creation and project management tools adoption, enhancing efficiency by 40%.

Professional Experience

Communications Specialist

Markentum | Jul 2023 – Present

- Developed communication strategies that increased brand engagement by 20%.
- Led cross-functional teams to enhance content effectiveness, driving a 15% increase in audience reach.
- Streamlined internal email workflows, improving engagement rates by 30%.

Content Director & Operations Manager

Green Marketing | Feb 2021 – Apr 2023

- Managed content strategy and marketing operations, driving a 25% increase in client performance.
- Optimized internal processes, improving team efficiency by 40% through workflow automation and tool integration.
- Created and implemented SOPs, standardizing operations and reducing turnaround times by 30%.
- Led hiring, training, and performance evaluations, ensuring a high-functioning team.

Freelance Project Manager & Process Consultant

Solyndria Creative | May 2020 – Present

- Designed and executed project workflows for clients, improving operational efficiency by 35%.
- Implemented SEO and digital marketing strategies, increasing online visibility by 30%.

- Led strategy sessions to enhance content performance, resulting in a 25% boost in conversion rates.

Travel Support Specialist

First Travel Alliance | Feb 2019 – Jun 2020

- Managed key operational functions, optimizing vendor relations and documentation processes.
- Developed SEO-driven content strategies, increasing website traffic by 15%.
- Trained new agents, improving onboarding efficiency by 10%.

Online Admissions & Post-Enrollment Guide

Full Sail University | Mar 2018 – Feb 2019

- Managed student enrollment processes, exceeding performance benchmarks and improving efficiency by 20%.
- Led re-enrollment initiatives, successfully guiding over 150 students back into their programs.

Education

Southern New Hampshire University

B.A. in Communications & Media Studies | 2017 – 2020 | 3.96 GPA

Skills & Tools

- ✓ **Project Management** – Agile, Scrum, Workflow Optimization
- ✓ **Process Improvement** – SOP Development, Automation, Efficiency Optimization
- ✓ **Digital Strategy** – SEO, Content Marketing, Social Media Growth
- ✓ **Tools** – Asana, Trello, Airtable, Google Suite, Slack, Salesforce