

MARRISSA STEWART

Client Relations & Project Efficiency Professional

OVERVIEW

Results-driven Project Manager with over a decade of experience in customer service and marketing. Proven ability to lead and inspire teams in fast-paced environments and deliver successful outcomes with a customer-driven approach. Skilled in developing marketing strategies and creative initiatives that drive business growth.


KEY SKILLS

Cross-team management
Creative team mentoring & skill development
Process development
Conflict Management


Integrated Marketing Strategy
Data Analysis
UX/UI Design

Project Management Software
CRM Software
Google Suite
Microsoft Suite
Wordpress & Squarespace CMS
Google Analytics

CONTACT

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Arizona 

WORK EXPERIENCE

WEBSITE PROJECT MANAGER | April 2023 - Present

Integrated Digital Strategies | Web: www.idigitalstrategies.com

Manage website builds from onboarding to launch throughout the project life cycle. Review, organize and manage ad hoc development and design requests for all assigned accounts. Serve as main point of contact for all website work across all departments (SEO, Paid Media, Account Management, Leadership). Q&A all creative work. Partner with COO and Director of Operations to identify areas of opportunity for ops growth.

- Develop and systemize creative standards for all designers.
- Coach and develop designers' skills for UX/UI best practices.
- Establish and maintain strong relationships with designers to build team culture and camaraderie.
- Strategize on how to deliver great creative work under tight timelines, including helping the creative team manage their workload.
- Create and develop processes to streamline task and project requests.

MARKETING & OPERATIONS MANAGER | 2014 - 2018 | 2021 - 2023 (as needed)

Jessica Lynn Design | Web: www.jessicalyndesign.com

Manage project scope from quote to launch with all design and development teams entire project life cycle. Successfully recruit, hire and manage potential new team talent. Manage client expectations and happiness throughout simple and complex website builds. Work directly with CEO to identify areas of opportunity for business growth and sustainability. Design subsidiary website pages once brand development is complete.

- Increased client satisfaction by 120% through expectation and scope management.
- Develop efficient processes for design to development for website builds to increase productivity by 15%.
- Create wholistic marketing strategies pre- and post-website launch, nurture campaigns and social media launch plans for clients.
- Increase client deliverable speed to produce faster website delivery.

ACCOUNT DIRECTOR | Jan 2018 - May 2021

National University System Agency | Web: www.nusagency.org

Develop strategy for small and large initiatives for multiple clients. Maintain positive client relationships while advising clients in making strategic business decisions. Manage multiple teams of 50+ people through ideas, launches and performance. Emmy-awarded agency.

- Successfully research, develop, produce and launch brand design refresh that increased website conversion by 200%.
- Create, manage and oversee marketing strategy to optimize account performance with budgets up to 10 million.
- Resident client relations expert for developing positive client relations across every account.
- Develop and launch processes for efficient and successful agency operations.