



Jamie Parker

West Jefferson, NC

Phone: 828-999-8474

Email: JamieParker.email@gmail.com

Linkedin: [Linkedin.com/in/Jamie-M-Parker/](https://www.linkedin.com/in/Jamie-M-Parker/)

Portfolio: <https://www.JamieMParker.com>

MARKETING PROJECT MANAGER

Experienced CAPM project manager and consultant with a proven track record of successfully leading cross-functional teams to deliver software development and digital marketing projects. Proficient in project management methodologies, agile frameworks, and remote collaboration technologies. Overlapping product management experience.

EXPERIENCE

Project Manager/Marketing Consultant 2016 - Current

Independent Contractor (Remote, Hybrid)

Project manager specializing in improving processes implementation; marketing consultant/manager

- Plan, manage, and execute software development projects and teams, internal digital marketing projects and teams, web applications, websites, and software development
- Consultative services for short- and long-term business and operation development using project management criteria; currently, eight small businesses are implementing growth plans with ongoing audits
- Guide and provide marketing services, create copy and content for websites, drip campaigns, case studies, LinkedIn campaigns, landing pages, social media posts, and other marketing campaigns

Project Manager / Marketing Associate 2021-2022

LookFar Labs (Remote, Contract)

Clutch-recognized software development company specializing in websites and app for start-ups

- Designed and executed a new project management software dashboard to track resourcing, backlog, scheduling, and cost management; saved 96 hours per product manager annually
- Eliminated resourcing blindspots amongst 50+ stakeholders by the creation of and training for individual and team visual dashboards for accurate WIP and future needs
- Analyzed and defined target market via CRM to increase sales by +10%

Project Manager | Marketing Executive (Contract) 2021-2022

Getrix (Remote, Contract)

Full-stack software development company specializing in data analytics and website builds

- Developed new or updated PMO templates for the project plan, SOW, project charter, stakeholder communication schedule, weekly update, Kanban, daily stand, resource oversight, budgeting, and retrospectives, creating company-wide transparency and clear criteria for project success
- Simultaneously and autonomously successfully led as a servant-leader to multiple cross-functional, highly-matrixed IT teams from project inception to live deployment, working with SMEs and stakeholders like developers, creative, and executives
- Communicated, resourced, delegated, monitored, and budgeted 100K-1M using project management software and remote technologies such as Productive.io, Slack, Asana, Confluence, Miro, Harvest, and ClickUp
- Scheduled and monitored 3-5 teams with 4-10 team members and tracked project timelines for on-time and in-budget delivery, and identified, managed, and persuaded stakeholders and scheduled and managed daily and weekly planned and ad hoc cross-functional meetings
- Communicated stakeholder needs as primary liaison between the client and the team while balancing the company's interests, team requirements, and client expectations
- Project leader, content creator, and copywriter of customer-facing marketing campaigns: authored copy for multiple websites, landing pages, email drip campaigns, LinkedIn campaigns, case studies, blog and website content, presentation development

Marketing and Operations Manager 2014-2021

Unique Productions, Inc. (Charlotte, NC)

Commercial Construction company specializing in unique, one-of-a-kind complex builds

- Successfully bid, negotiated, managed, and closed five long-term multi-million dollar commercial contracts in North Carolina
- Educated stakeholders and guided purchasing and resourcing; developed standardized SOW processes with company-wide adoption
- Procured \$2 million in on-site equipment, materials, and rentals using critical path for successful on-time and on-budget delivery
- Organized and directed stakeholder meetings to facilitate agile change requests, weekly, monthly, and quarterly reviews, and acceptable deliverables
- Increased revenue by 20% in first contract through favorable negotiations and simultaneously created a long-term relationship with stakeholders that produced several additional multi-million dollar contract
- Designed and executed the rebranding of company across print, digital, and networking
- Leveraged competitive edge by analysis of desired contracts and then resourced opportunities from within and procured and negotiated outsourced resources, creating a niche, highly sought brand of commercial construction
- During pandemic, remained available and choreographed the segue out of the construction industry

Career Break Homeschool Teacher 2007-2014

Homeschooled two children (one special needs, one gifted); Creator/Director of Homeschool cooperative; Publisher and Editor of monthly Homeschool magazine

Account Manager : The Coastal Window and Door Company 2003-2007

Corporate Office Manager & Director of Marketing : Port City Fabricare 1998-2003

Nine laundromats and dry cleaners serving coastal NC for 40 years

- Designed and developed a preferred customer program, the first in the industry
- Evaluated competitive positioning in diminishing market and secured accounts with large-consumption end-users like Screen Gem Studios, SERVPRO, and hotels
- Developed employee retention and incentive programs that decreased turnover by nearly 50%.
- Handled all aspects of the corporate office, including accounts payable and receivable, payroll, and inventory management and led a team of 80 members and eight managers
- Project-managed contracts with Screen Gems Studios, the NC Shipbuilding Company, and Camp Lejeune Marine Corps Base
- Facilitated all new-hire orientations, updated standard employee policies and procedures, maintained continual employee training programs, and enforced such policies

EDUCATION

Bachelor of Science (B.S.) - Business Administration

The University of North Carolina at Chapel Hill

Concentrations in Psychology and Marketing; Alpha Kappa Psi: Alpha Tau Chapter, Business Fraternity

CAPM: Certified Associate in Project Management from Project Management Institute

Hubspot Inbound Marketing Certification

Hubspot Digital Marketing Certification

Linkedin Certifications: Agile Foundations; Project Management with Jira; Google Tag Manager; Excel