

AK

Alexis Kelly

Versatile project manager with a solid background in digital marketing. Leader who prioritizes collaboration with the local community. Known for managing substantial budgets and diverse teams to meet goals within the health care industry.

PROFESSIONAL EXPERIENCE

STAY-AT-HOME MOM | SELF-EMPLOYED, DURANGO, CO
APRIL 2018 – PRESENT

- Provide early education support to three children from ages 5 through 10 years old
- Manage a monthly household budget of \$4,000 for a five-person family
- Volunteered with school PTA, coordinating with teachers and communicating on behalf of parents to find solutions to issues and organize fundraisers
- Launched an online local parenting group that has grown to over 250 members from across the county
- Partnered with 12 local businesses to sponsor various parenting group events

PROJECT MANAGER | DENVER HEALTH , DENVER, CO
AUGUST 2021 – FEBRUARY 2022

- Developed comprehensive plans for 10 major projects to execute and guide operations
- Directed the deployment of a \$500,000 electronic health record (EHR) system upgrade
- Led an interdisciplinary team of 12 medical providers to improve data processing times by 30% with the implementation of the new EHR system
- Upheld strict compliance with all federal and state health care regulations
- Conducted 10 training sessions each year to keep staff competency up-to-speed on the latest health care technologies adopted by the organization

MARKETING ASSOCIATE | PHARMACARE INNOVATIONS, SAN DIEGO, CA
APRIL 2011 – DECEMBER 2013

- Collaborated with sales and product management team to align on marketing strategies
- Managed an annual marketing budget of \$300,000, allocating funds to optimize audience reach and engagement
- Conducted a successful email marketing campaign for a new probiotic supplement, resulting in a 35% open rate and 15% click-through rate
- Designed marketing materials such as brochures, flyers, and e-books to educate customers on pharmaceutical product lines
- Increased web traffic by 40% through targeted social media marketing campaigns

EDUCATION

Bachelor of Science (B.S.) in Marketing | University of Georgia
Athens, GA | June 2017

CONTACT

- 📞 (123) 456-7890
- ✉️ email@example.com
- 🌐 LinkedIn | Portfolio
- 📍 City, State Abbreviation zip code

KEY SKILLS

- Collaboration
- Budgeting
- Digital marketing
- Project management
- Team leadership
- Training and development

CERTIFICATIONS

- Certified Associate in Project Management, Project Management Institute, February 2016
- HubSpot Content Marketing Certification, HubSpot, May 2010