



skills

Adobe Creative Suite
(DC, ID, AI, PS, DW, PP)
Asana
Basecamp
Cadmium/EventScribe
Crowd Compass
CSS
Donately
DaVinci
Facebook
Google Ads
Google Analytics
Google Drive
GoToMeetings
HTML
HubSpot
IMUS
InCopy
Informz
Instagram
LinkedIn
MAC/PC OS
MailChimp
Marketo
MS Office
Pardot
Photography
RoboHead
Salesforce
Seismic
Sharepoint
SurveyMonkey
Twitter
Writing
Wordpress
Workfront
Wufoo Forms
Zoho Projects

DEBORAH BAKER

MARKETING PROJECT MANAGER

THE SCOOP

Excellent leadership and business acumen leveraged to deliver quality results through clear communication, attention to detail, refining processes, and exceptional time management.

- Solid success project managing and implementing a broad range of revenue-generating solutions, from conception through launch.
- Readily translates business requirements for every project with an enthusiastic and positive approach.
- Partners cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements.
- Intuitively adapts to new technology and innovative processes with integrity while ensuring compliance with corporate standards.

WORK EXPERIENCE

04/06–Present Deborah Baker Design, Founder | New York/Denver

- Implemented multiple social media projects for David Miller of Il Divo from 6/2019 to present and gained 53,800+ Instagram followers, 6,600+ Facebook followers and 1,120+ MailChimp subscribers.
- Executive producer of photo and video shoots from 11/2019 to 2/2020 for classical music album in New York, NY.
- Created project fundraiser with Bohémisphere 5/20-6/20 and raised \$24,000 for The Actors Fund relief during the pandemic.
- Raised \$30,000 producing silent auction for junior volleyball club members to help pay club dues in 2013.

07/19–12/19 Empower Retirement, Freelance Traffic Manager | Denver

- Opened 600+ new job requests in Workfront and moved/completed/closed 800+ existing jobs from DaVinci into Workfront.
- Served as the primary traffic project manager for 230+ in-house creative agency workflows in November and December 2019.
- Entered and maintained workflows for 12+ departments with 112+ employees regarding current deadline status and revisions needed for each project workflow.



DEBORAH BAKER

MARKETING PROJECT MANAGER

WORKEXPERIENCE (continued)

03/18–06/19 Black Creek Group, Production Traffic Manager | Denver

- Utilized RoboHead to manage and monitor 2,300 marketing projects per year.
- Managed \$1.2M annual printing and fulfillment budget for sales marketing literature from 2018-2019.
- Automated 32 digital marketing assets in Seismic saving the company 42 hours of labor per quarter between 4 employees.
- Directed the destruction of aged documents and introduced a print-on-demand and consolidation process which reduced shipping costs by 30% and saved over \$2,500 per month of marketing operation costs in 2019.
- Created the first company-wide Service Level Agreement and Website Management Procedures structure for Black Creek Capital Markets in 2019.

09/13–03/18 Financial Planning Association, Creative Services Manager | Denver

- Designed promotional materials for annual conferences and retreats, exceeding the 2015-2017 revenue goal by 18% and increasing 2015-2016 growth by 15% with a sold-out event.
- Helped develop an effective UX and launched PlannerSearch.org in 2016, achieving a 33% increase in visibility through effective SEO, a 42% growth in visits and a 1,060% increase in conversion rate with a 1,200% growth in engagement.

10/07–01/09 Spring O'Brien, Freelance Art Director | New York

- Took charge of the European Travel Commission campaign and designed a presentation that successfully won a \$1M promotional advertising contract.

02/07–10/07 Deutsch, Freelance UX Designer | New York

- Gained large ad agency experience working with WebMD on vaccination websites.

02/02–02/07 Hatherleigh Press, Production Manager/Art Director | New York

- Worked on the revised version of the *Body Sculpting Bible for Men and Women* series which sold more than 3 million copies worldwide and generated \$60M in revenue.

EDUCATION

University of Kansas | Bachelor of Fine Arts in Graphic Design

Member of The ARTS | Elite Graphic Designers of KU

- Rigerous portfolio review required. Gained college credit while receiving on-the-job training.
- 12 students ganed entry from pool of approximately 120 applications per semester.

PROFESSIONALDEVELOPMENT

Understanding and Implementing Sales Enablement and Marketing Automation 11/18

SeismicShift, 2018

Digital Advertising and Animation Coursework

Parsons School of Design

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