

Beth Haggerty

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SUMMARY

Atlanta area Senior Project Manager/Producer with over 20 years of advertising experience. Management of marketing multi-channel programs for product launches, promotions and sweepstakes as well as website builds using both waterfall and Agile methods from enterprise level websites to microsites. Solutions-oriented results in tackling limited or large budgets, aggressive timelines and risk management.

WORK EXPERIENCE

Sr. Project Manager

2019 to Present

Launch

- Client-facing project management of digital and strategic projects for Salesforce, Pardot, Quip, Gas South, Stanley, Akamai and The Home Depot.
- Proven track record of creating effective project plans to meet project deadlines, while providing leadership to the team in prioritizing goals.
- Led a multi-company, integrated team in executing a smart home appliance application to market tests.
- Managed development of an augmented reality application that included motion capture and volumetric production in addition to application design and pop-up book production.

Sr. Project Manager

2017 to 2018

If Then Digital Advertising Agency

- Client-facing project management of digital and strategic projects for National Geographic global sites, Coca-Cola SmartLabel and Product Facts, Ingersoll Rand, AGCO Corporation and Southern Company.
- Lead Agile-based and Scrum website development projects in AEM and Drupal.
- Forecasted revenue projections and managed client budgets on a yearly and project basis.
- Wrote functional and business requirements.

Sr. Project Manager (Consulting Manager)

2011 to 2017

VML (formerly Studiocom. Other positions: Project Manager, Resource Manager)

- Client-facing project management of digital, channel, mobile, kiosk and strategic projects for Coke.com, Purina Beggin' Strips, Purina Busy Treats, Barilla, Krispy Kreme Doughnuts, Microsoft Cortana, U.S. Navy, PhRMA.org, and World of Coca-Cola.

- Project management of a global enterprise-level, responsive website for Deltek, which includes Sitecore personalization and Eloqua marketing automation integration. Oversight of up to 25 person project team.
- Integrated production of the Krispy Kreme Doughnuts “Joy Goes Around” promotion, managing Google licensing, equipment, translations and support to 16 global markets. Project management of creative, kiosk application, multi-location video shoot and social strategy in an 8 week timeline.
- Produced videos and photo shoots for Purina Beggin’ Strips, Krispy Kreme Doughnuts and Viva Towels.
- Program management experience with leading up to seven campaigns simultaneously.
- Extensive experience coordinating with multiple stakeholders, vendors and legal, including a Coca-Cola and Lionsgate collaboration for Hunger Games: Catching Fire, Purina Beggin’ Party Poppers Sweepstakes, and the Krispy Kreme Ghostbusters Doughnuts launch microsite.
- Monitored utilization and resourcing of technical, creative and strategic resources for all projects by working closely with discipline leads in multiple offices.

Resource Content Manager (Project Management)

2010 to 2011

BBDO

- Managed multiple projects simultaneously for REI, Hewlett-Packard and Florida Department of Citrus, including print, television, radio, digital, social media, mobile and out-of-home.
- Successfully project managed the Hewlett-Packard Mobile Home Park for the SXSW 2011 Conference and Festival. This live-in community entailed the design and complete custom-printed production of blankets, pillows, T-shirts, umbrellas, a stage backdrop, fence wraps, Airstream/mobile home wraps and a trade show booth – all in a tight, three-week period.

Document and Creative Services Coordinator

2009 to 2010

Deloitte

- Managed projects and assigned resources for financial statements, presentations, marketing materials and audit letters.

Producer/Traffic Manager

2008 to 2009

Brunner

- Budgeting, estimating, resourcing and scheduling of digital, direct mail, print and broadcast advertising for clients such as Atlanta Bread Co., Beazer Homes, Dow, Golf Pride and Edwin Watts Golf.
- Successful project management of national Beazer Homes promotion with 50+ different assets across multiple channels, working with multiple departments and offices, under tight time constraints.

Project Manager

2005 to 2008

Nurun | Ant Farm Interactive (Other positions: Creative Traffic Manager, Jr. Project Manager, Project Assistant)

- Project Management of banners, websites, and email communications for clients such as AT&T, AutoTrader, The Home Depot.ca and InterContinental Hotels.

- Project Manager for The Home Depot.ca website team. This entailed managing hundreds of website components rapidly, yet accurately, in both English and French. Management also included eCRM and microsites.
- Project managed the development of proprietary FileMaker application for internal account and project management. I created the technical requirements and wireframes, and led agency training.
- Co-produced The Home Depot.ca Dad-alyzer Father's Day Microsite including planning, photo shoot, execution and bi-lingual launch in 10 days.

Production Assistant 2004 to 2004

- Office and set PA work for companies such as Comotion Films.

Creative Coordinator 1998 to 2004

Sawyer Riley Compton

- Assisted creative director and creative department, negotiated talent licensing, coordinated all contest entries and materials, and established processes for art buying and purchase orders.
- Agency producer for Partnership Against Domestic Violence's "Hearts With Hope" video. Procured production company, locations, talent, props, extras and all licenses and releases.
- Agency Producer on Dow Chemical's "Great Stuff Sales Video." Assisted art director with selecting music, stock footage and negotiating licensing. Selected SAG talent and executed VO production.

EDUCATION

Bachelor of Arts in Journalism for Advertising from University of Georgia	1998
Associate of Arts from Young Harris College	1996
Young Harris College Young Alumni Council	2010-2013

TECHNICAL SKILLS

- Advanced knowledge of Microsoft Office, Adobe Photoshop and InDesign, Microsoft Project, Smartsheet, Jira, JMS, OpenAir, Basecamp, and FileMaker.
- Working knowledge of Adobe Illustrator, HTML, Visio, and Keynote.
- Have managed projects for the following programming languages, CMS and frameworks: HTML, CSS, JavaScript, API integration, .NET, Sitecore, Umbraco, Drupal, Adobe Experience Manager and Java, using both Agile and Waterfall methods.
- Certified ScrumMaster (2016-2018) 000448423