



A RESUME FOR:

Akia Taylor, PM, CSM

MARKETING|AGILE|LEADERSHIP|COMMUNICATION
SPECIALIST

REFERENCES AVAILABLE UPON REQUEST

SKILLS

Project Mangement:

- Directs Developer Workload
- Stakeholder Management
- Scope|Risk Management
- Scrum|Agile|Waterfall
- Schedule Management
- Vendor Management
- Quality Assurance
- Scrum Ceremonies
- Oversees Timeline
- Product Owner
- Controls Budget
- Scrum Master

Marketing:

- Blog| Newsletters| White Papers| eBooks
- Websites| Landing Pages
- Analytics Interpretation
- Webinars| Meetings
- Marketing Budgets
- Market Research
- Graphic Design
- Campaigns
- Storybrand
- Strategy
- Ad copy
- SEO

Software:

- 20+ HubSpot Certifications
- Google Analytics Certified
- Google Console Certified
- Shopify | Woo Commerce
- Atlassian Administrator
- Meta|IG| LinkedIn Ads
- Tableau | Power Bi
- WordPress | Drupal
- SEMrush | Hotjar
- Ontraport
- Salesforce
- Instagantt
- Canva

EXPERIENCE

3/22 - PRESENT SAGETREE

Senior Marketing Project Manager

9/21 - 6/22 PIXELSMITH (CONTRACT)

Senior Project Account Manager

10/19 - 9/21 COMPUVERSE

Director of Marketing Accounts

1/15 - 09/22 OPTIMIZE YOUR SPARK

Marketing and Project Coordinator

8/13 - 9/15 MICROSOFT

Marketing Project Manager

7/12 - 9/13 GOOGLE

Google Marketing Manager

3/09 - 8/12 APPLE TECHNOLOGIES

Sales and Marketing Director

Project/Account Management

- **Plan-** Strategize, schedule, and budget
- **Design-** Allocate resources and/or resolve issues
- **Deliver-** Adhere to project scope, budget, milestones, and timeline
- **Risk Management-** Identify potential challenges and develop strategies to minimize impact
- **Resource Management-** Prioritize, assets, team members, and tech stack

Marketing

- **Strategy-** Drive awareness, traffic, and conversions
- **Research-** Gather competitive analysis
- **PPC-** Increase CTR (by 360% 2/2 CTR (by 360% 2/24)4)
- **Messaging-** Engage target audience with NLP and Storybrand
- **Social media-** Manage campaigns and engagement
- **Segmentation-** Divide email marketing lists and leads
- **Metrics-** Use of GA, HubSpot, Meta

Linkedin, IG, Hotjar, and SEMrush tools

- **CRO Strategy-** A/B test, UX, analytics, heatmap and CTA optimization
- **Collateral-** Develop content and product offerings
- **SEO-** Optimize visibility, drive traffic, and improve search engine rankings
- **Keywords-** Improve ranking and visibility to increased traffic (49% GA 2/24)
- **Branding-** Create an identity and personality for a product

Leadership

- **Agile-** Mentor and coach using project management methodologies and ceremonies
- **Guide-** Use industry best practices, market trends, and insights gained from performance metrics.
- **Collaborate** - Work with shareholders, copywriters, designers, and developers as the primary point of contact for status, project updates, and reviews.
- **Review-** Improve on sprint iterations for optimal processes

EDUCATION

- **Certified Scrum Master - CSM**
- **Studying Scaled Agile - SAF(e)**
- **Certified Business Coach**
- Scrum Alliance Member
- PMI Member

- Southern New Hampshire University
2019 - Present
- Harvard Business School Online
Present
- Wilmington University
3.76 GPA

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