

AKIA TAYLOR, PMP, CSM

BRINGING STRUCTURE TO MARKETING COMPLEXITY

MARKETING OPERATIONS | DIGITAL TRANSFORMATION |
CLIENT DELIVERY | LEADERSHIP

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MARKETING EXPERTISE

- SEO
- PPC
- Email Marketing
- Lifecycle Marketing
- Content Strategy
- Brand Strategy
- Marketing Automation
- CRM
- Lead Generation
- Analytics

OPERATIONS

- Marketing Project Management
- Campaign Management
- Agile Marketing
- Go-to-Market
- Vendor Management
- Budget Management
- Marketing Analytics
- Workflow Optimization
- Process Improvement
- Marketing Technology

LEADERSHIP

- Cross-functional Leadership
- Executive Communication
- Stakeholder Management
- Client Delivery
- Resource Planning
- Change Management
- AI Workflow Automation
- Business Operations
- Coaching | Training

MARTECH

- HubSpot
- Salesforce
- GA4
- Looker
- SEMrush
- Hotjar
- WordPress
- Drupal
- Shopify
- SFMC
- Tableau
- Power BI

PROFESSIONAL SUMMARY

Strategic Marketing Operations and Client Delivery leader with 15+ years of experience leading integrated marketing programs, digital transformation initiatives, and cross-functional teams. Proven success aligning marketing strategy with operational execution while optimizing marketing technology ecosystems and improving business processes. Recognized for identifying operational gaps before they become delivery problems and transforming complexity into scalable, repeatable marketing operations through strong governance, stakeholder alignment, and disciplined execution.

EXPERIENCE

Senior Marketing Operations Project Manager

Ironistic | 3/2025 - Present

Marketing Portfolio: 20+ Client Engagements • Portfolio Values up to \$2M • \$5K–\$2M Project Values • Websites from 3–70+ Pages • Enterprise Clients including FanDuel & T.D. Jakes

- **Manages a portfolio of integrated digital marketing and web development** initiatives, coordinating SEO, paid media, CRM, content, branding, website development, and analytics projects for clients ranging from SMBs to enterprise organizations, including FanDuel.
- **Directs end-to-end digital marketing programs** from discovery through launch, partnering with developers, designers, SEO specialists, paid media teams, copywriters, and clients to align strategy, execution, and business objectives.
- **Leads quality assurance and delivery** across WordPress, Drupal, eCommerce, hosting, and website redesign initiatives while ensuring campaigns met performance, accessibility, and client quality standards.
- **Leverages** HubSpot, Salesforce Marketing Cloud, GA4, Hotjar, Microsoft Clarity, Sprout Social, SEMrush, and Google Ads to monitor campaign performance, analyze user behavior, and provide actionable marketing insights.
- **Manages marketing KPIs** including traffic, conversion rates, keyword rankings, engagement, CPL, CAC, ROAS, and pipeline performance, translating analytics into executive-ready reports and client recommendations.
- **Oversees integrated marketing initiatives** spanning SEO, paid media, email marketing, social media, content strategy, CRM, and conversion optimization while balancing multiple concurrent priorities and stakeholder expectations.
- **Supports strategic marketing planning** by facilitating discovery sessions, developing client briefs, identifying project risks, and strengthening communication between marketing, creative, development, and executive stakeholders.
- **Improves marketing delivery** by creating governance documentation, standardizing project workflows, and introducing structured client communications that increased transparency, accountability, and execution consistency.
- **Manages high-profile social media initiatives**, including campaigns supporting T.D. Jakes, overseeing monthly budgets of approximately \$20K while coordinating cross-functional execution, performance tracking, and client reporting.

Senior Marketing Operations Project Manager

Sagetree | 3/ 2022 - 3/2025

- Directed agency operations while managing a portfolio of approximately 15 concurrent website development, digital marketing, and recurring client retainer engagements for organizations ranging from local businesses to enterprise brands, including San Diego Comic-Con and the YMCA.
- Led integrated marketing, website development, branding, CRM, hosting, eCommerce, and digital transformation initiatives from discovery through launch, coordinating cross-functional teams across Agile, Hybrid, Waterfall, and Kanban delivery environments.
- Served as an operational partner to agency leadership by proactively identifying operational and delivery gaps, strengthening project governance, improving scope management, and implementing standardized processes that protected project profitability, improved execution consistency, and enhanced the client experience.
- Facilitated executive meetings, sprint planning, project kickoffs, stakeholder reviews, hiring interviews, and client strategy sessions while balancing resource capacity, project priorities, and long-term client relationships.
- Leveraged Jira, Confluence, Basecamp, HubSpot, Salesforce Marketing Cloud, and marketing analytics platforms to improve operational visibility, executive reporting, client communications, and data-informed decision-making across the agency.

Business Transformation Consultant

Spark7 (formerly Optimize Your Spark) | 1/2015 - 9/2022

- Partnered with entrepreneurs, authors, speakers, and small business owners to identify operational barriers, develop strategic roadmaps, and implement marketing and business growth plans that increased clarity, confidence, and execution.
- Conducted discovery sessions and business assessments to diagnose operational, branding, marketing, and sales challenges, translating insights into practical strategies tailored to each client's goals.
- Designed customized engagement plans that included marketing strategy, brand positioning, sales planning, business coaching, SMART goal development, accountability systems, and recurring progress reviews over three-month consulting engagements.
- Developed training materials, coaching frameworks, and standardized processes while mentoring both clients and fellow coaches, strengthening organizational consistency and long-term client success.
- Served as a trusted thought partner to business leaders, helping clients overcome barriers to growth, embrace change, and confidently execute new business opportunities—including contributing to the strategic development of Les Brown's Hungry to Speak platform and related business assets.

Senior Operations Consultant

Pixelsmith | 9/2021 - 6/2022

- Built and managed client relationships across website development, WordPress maintenance, eCommerce, hosting, and digital initiatives, serving as the primary point of contact while partnering closely with project management and development teams to ensure successful project delivery.
- Stepped into expanded project coordination responsibilities during a period of organizational transition, strengthening communication between clients, designers, developers, and leadership to maintain project momentum and client confidence.
- Supported project planning, quality assurance, resource coordination, and ongoing client engagements while contributing to operational continuity in a fast-paced agency environment.

Enterprise Brand Experience

Microsoft · Google · Apple · JPMC Citibank | 2009 - 2013

- Built a strong foundation in enterprise marketing through field marketing, brand activations, promotional campaigns, and customer engagement, collaborating with cross-functional teams to execute large-scale marketing initiatives for nationally recognized brands, collaborating with stakeholders across marketing, operations, and technology to deliver strategic business objectives.

CERTIFICATIONS

PMP
PMI · 2026–Present

Certified Scrum Master
Scrum Alliance · 2022–2026

Scaled Agile SAF(e)
University of California, Irvine ·
2023–Present

Certified Business Coach
ICF · 2017–2025

EDUCATION

Marketing Studies
SNHU

Business Studies
Wilmington University