

AKIA TAYLOR, CSM

AGILE | MARKETING | OPERATIONS | LEADERSHIP

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STRATEGY

- SEO | SEM | PPC | Ad Campaigns
- Content Strategy | StoryBrand Messaging
- CRM & Marketing Automation
- Market Research | Data Analysis | A/B Testing
- Conversion Rate Optimization (CRO) | UX/UI
- Social Media Strategy | Influencer Partnerships
- Email Marketing | Lead Nurturing | Segmentation
- Branding & Positioning

PROJECT MANAGEMENT

- Agile | Scrum | Kanban
- Stakeholder Engagement & Vendor Management
- SOP Development & Documentation
- Process Optimization & Workflow Automation
- Risk Mitigation & Contingency Planning
- KPI Tracking & Performance Analysis
- Remote Team Collaboration & Leadership
- Certified Scrum Master

TECH STACK

- HubSpot (20+ Certifications) | Salesforce | Pipedrive | Zoho
- Google Analytics (GA4) | Google Tag Manager | Google Search Console
- Shopify | WooCommerce | WordPress | Drupal
- Meta (Facebook & Instagram) Ads | LinkedIn Ads
- Tableau | Power BI | SEMrush | Hotjar
- Atlassian Suite | Jira | Confluence
- Ontraport | Keap | AirTable
- Canva

PROFESSIONAL SUMMARY

Seasoned, results-driven Project Leader with 15+ years of experience orchestrating complex cross-functional projects from initiation to closure, delivering scalable solutions that enhance operational efficiency and drive measurable growth. Leverages a unique blend of project management, marketing, and operational expertise to optimize workflows, manage resources, and implement Agile-based systems. A Certified Scrum Master skilled in end-to-end project delivery, stakeholder alignment, and data-informed decision-making, with a proven ability to control budgets, mitigate risks, and exceed project goals. Seeking a role to lead high-impact projects and deliver value through structured and innovative execution.

EXPERIENCE

Operations Project Manager

Ironistic | 3/2025 - Present

- **Operational Process Management:**
 - Orchestrated the end-to-end operational workflow for a portfolio of 20+ concurrent web development and digital strategy projects, implementing and refining Agile (Scrum) methodologies to increase team velocity and project delivery efficiency by 25%.
- **Cross-Functional Leadership:**
 - Served as the primary operational liaison between stakeholders, developers, designers, and copywriters, facilitating clear communication and ensuring strategic alignment across all functions to meet business objectives.
- **Resource & Systems Optimization:**
 - Managed and allocated human and technical resources across projects, optimizing the use of the company's tech stack (Jira, Confluence, HubSpot, Salesforce) to maximize team productivity and project throughput.
- **Risk & Scope Management:**
 - Proactively identified potential project risks and operational bottlenecks, developing and executing mitigation strategies to control scope, prevent budget overruns, and adhere to strict timelines.
- **Performance & Analytics:**
 - Leveraged data analytics tools (Google Analytics, HubSpot, Power BI) to monitor project performance, derive insights on operational efficiency, and report on key business metrics to stakeholders, informing strategic decision-making.
- **Continuous Improvement:**
 - Championed a culture of continuous improvement by leading sprint retrospectives and analyzing post-project data to identify and implement process optimizations, reducing project lifecycle time by an average of 15%.
- **Budget & Vendor Management:**
 - Controlled project budgets ranging from \$50k - \$250k, managing vendor relationships and ensuring the cost-effective delivery of all project components.

EXPERIENCE CON'T

Marketing Project Manager

Sagetree | 3/ 2022 - 3/2024

- Directed 40+ concurrent web development and marketing projects, managing scope, budgets, timelines, and risks to ensure on-time, on-budget delivery.
- Partnered with executives, developers, and designers to streamline cross-functional workflows and improve project efficiency.
- Applied Agile methodologies to allocate resources and coach teams, driving measurable improvements in delivery speed and quality.
- Oversaw stakeholder communications and reporting, aligning project outcomes with business goals.

Marketing & Operations Program Manager

Optimize Your Spark | 1/2015 - 9/2022

- Directed full lifecycle project management for digital marketing operations, from initial scope definition to final delivery and analysis.
- Developed and managed operational budgets and finance tracking for client programs, ensuring profitability and resource efficiency.
- Engineered and managed SEO and communication systems to enhance operational visibility and lead flow processes.

Contract Project Manager

Pixelsmith | 9/2021 - 6/2022

- Led stakeholder management and client communications for web development projects, ensuring clear expectations and operational alignment.
- Drafted project scopes of work and managed project budgets and timelines for external clients.

Director of Marketing & Projects

Compuverse | 10/2019 - 9/2022

- Led a team of 5, setting operational objectives and strategy for brand positioning and lead generation campaigns.
- Coordinated all marketing operations from inception to completion, managing advertising campaigns and tracking against quantitative sales goals.
- Developed a deep understanding of financial and budgetary constraints to guide operational decision-making.

Historical Experience

2009 - 2013

- **Microsoft:** Managed the end-to-end strategy project lifecycle, from planning to execution, developing and implementing standardized processes that improved team efficiency and consistency.
- **Google:** Directed a cross-functional team of 7, overseeing project reporting and the deployment of innovative tactical initiatives, ensuring alignment with strategic goals and timely delivery.
- **Apple:** Led marketing campaign projects, managing profitability, client collaborations, and the definition of KPIs, budgets, and timelines to ensure successful, on-target delivery.

CERTIFICATIONS

Certified Scrum Master
Scrum Alliance · 2022–2026

Certified Business Coach
ICF · 2017–2025

CURRENTLY STUDYING

PMP
PMI · 2025–Present

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

EDUCATION

B.S. Marketing
SNHU · GPA 3.89

B.A Business Adminstration
Wilmington University · GPA 3.76

AKIA TAYLOR, CSM

OPERATIONAL EXCELLENCE DRIVER | PROCESS
OPTIMIZATION LEADER | AGILE SYSTEMS STRATEGIST

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With over 15 years of experience leading complex cross-functional projects and driving operational excellence at leading firms like Microsoft, Google, and Apple, I have a proven track record of delivering projects on time, within scope, and under budget while exceeding stakeholder expectations.

As a Certified Scrum Master with expertise in end-to-end project lifecycle management, I specialize in transforming high-level strategic goals into actionable plans and measurable results. I have managed a portfolio of 40+ concurrent web development and digital marketing projects, implementing Agile methodologies to increase team velocity by 25% and reduce project lifecycle time by 15%. My hands-on experience includes managing budgets up to \$250K, mitigating risks, optimizing resources, and leveraging tools to ensure seamless project execution.

I have successfully:

- Led cross-functional teams of developers, designers, and stakeholders to align project outcomes with business objectives.
- Streamlined workflows and introduced process improvements that enhanced productivity and project throughput.
- Delivered data-driven insights to support strategic decision-making and reporting.

My background blends project management, marketing, and operations as a unique combination that enables me to bridge gaps between technical and non-technical teams and drive projects that deliver tangible business value. I am passionate about fostering collaboration, continuous improvement, and accountability at every stage of a project.

I am excited about the opportunity to bring my leadership, technical skills, and results-oriented approach to your team. Thank you for considering my application.

Sincerely,
Akia Taylor, CSM

Enclosure (1): Resume