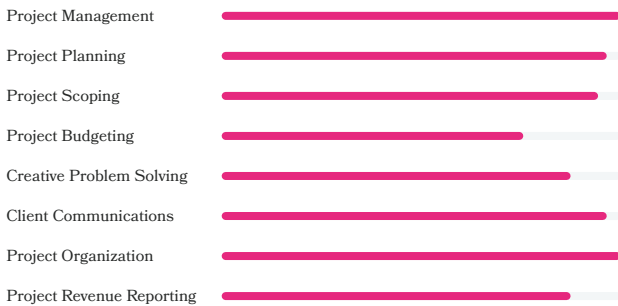


Natalie Holysz

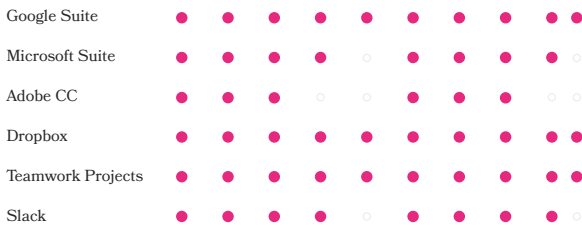
PROJECT MANAGER & ACCOUNT COORDINATOR

I am a no-bullshit motivator who goes above and beyond the role of project manager. I am the type of project manager that doesn't hesitate to get their hands dirty and tackle problems head-on. When a project inevitably gets off track, I am the team member to lean on. Knowing where a project went wrong and then improving workflows for future success is my specialty. Outside of agile project management, I also make lead decisions in optimizing agency processes, forecasting company resources, and scoping project proposals. I am in constant communication with clients to provide visibility into the status of new work and ongoing campaigns. I find joy in utilizing my skills to help agencies deliver impactful customer experiences across all digital mediums.

PROFESSIONAL SKILLS



APPLICATIONS & SOFTWARE



EDUCATION

Bachelor of Arts in English

LITERARY STUDIES MINOR IN MARKETING
DEPAUL UNIVERSITY CHICAGO, IL

2007-2011

CUM LAUDE
GRADUATE

Senior Account Coordinator

STRIKEPOINT MEDIA LAGUNA BEACH, CA

2016-PRESENT

I am the senior account coordinator and project manager for a digital marketing agency specializing in lead generation, email campaigns, and website design and development. I manage roughly 2/3 of the company's client accounts, which involves monthly retainers and clients on a per project basis. With project types ranging from websites and style guides to lead generation campaigns and automated email sequencing strategies, I am constantly on my toes to keep projects on track and on budget.

- Collaborate with Account Executives and Department Directors to define project scope, process, timeline, and budget parameters, and manage the execution of quality deliverables across multiple projects.
- Understand all aspects of each project to achieve the overall strategic goals. Problem solve and provide alternative solutions as changes arise during a project, while still adhering to timeline, scope and budget constraints.
- Manage day-to-day project execution through Teamwork Projects, a web-based project management software. Responsible for entering project tasks, related documents, organizing timelines, and coordinating team execution in a timely manner while also guaranteeing quality of work.
- Provide clients with regular updates on project milestones as well as timely communications regarding any unexpected issues to scope or budget.

Editorial Content Lead

BIDCLERK + ISQFT CHICAGO, IL

2012-2016

My first position with the company was as a research reporter, then bid and national reporter, before my promotion to lead editor in 2013. As lead editor I was responsible for editing and publishing a high volume of reports - specializing in grammar and spelling, cohesion, accuracy, and adherence to our style guide. I reviewed productivity metrics as well as quality of content, and implemented strategies to improve both.

- Lead editor and coordinator for our internal newsletter, using WordPress and Mailchimp for hosting and distribution.
- Mentor for our internal Professional Development Program and communications contributor and planner for the Community Outreach Committee.

Copywriter

DIGITAL BRANDWORKS CHICAGO, IL

2012-2013

I was a part-time, freelance copywriter for Digital BrandWorks and Buy Happier. I wrote and edited product copy and informational blog posts focused on home and garden product lines, as well as creative posts featuring recipes and cooking demonstrations.

- Edited digital product copy, social media content, creative posts and recipes for video and marketing promotions.
- Produced original content for blog posts, project presentations, and marketing materials ranging from informational pieces to advertising scripts.

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