

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.

SKILLS & SOFTWARE

Project Management		Google Suite	
Project Planning		Microsoft Suite	
Project Scoping		Adobe CC	
Project Budgeting		Dropbox	
Creative Problem Solving		Teamwork Projects	
Client Communications		Slack	
Project Organization			
Project Revenue Reporting			

EDUCATION

Bachelor of Arts in English

LITERARY STUDIES MINOR IN MARKETING
DEPAUL UNIVERSITY CHICAGO, IL

2007-2011 - Cum Laude Graduate

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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.