

# Karli Snell

Chicago, IL | (312) 363-7134 | [ksnell736@gmail.com](mailto:ksnell736@gmail.com) | [karlisnell.com](http://karlisnell.com) | [LinkedIn](#)

## Professional Summary

Dynamic Project Manager with over 4 years of experience delivering integrated campaigns and digital projects from start to finish across digital, social, PR, and media platforms with cross functional teams. Skilled in managing complex, multi-workstream projects, creating detailed budgets and timelines, and fostering a collaborative team atmosphere setting clear expectations and defining projects to ensure seamless execution in a timely manner. Proficient in Smartsheet, Workfront, and project management agile methodologies, with a strong focus on risk mitigation, milestone surveillance, and financial accountability. Known for meticulous organization, creative problem-solving, attention to detail, and a passion for driving diversity and innovation in every project.

## Areas of Expertise

### Content Creation

Photography  
Video Production  
Graphic Design  
UX Design  
Adobe Creative Suite  
(Premier Pro, Photoshop)

### Digital Marketing

Social Media & Display  
Campaign Commercials  
Email Marketing  
Digital Asset Management  
(DAM)  
Website Maintenance &  
Optimization

### User Experience

Microsoft Office, Outlook,  
Teams, Sharepoint  
Jira  
Excel  
SmartSheet  
WorkFront  
Wordpress

### Project Management

Client/Stakeholder Management  
Risk Management  
Team Collaboration  
Schedule & Budget  
Management  
Interpersonal Skills  
Fast Paced Environment

## Professional Experience

### Creative Project Coordinator, 2022 – 2024

*DDB Agency Chicago*

- Management support for 13 U.S. Army high-profile multi-workstream end-to-end digital campaigns, overseeing project timelines, budgets, risk management and client satisfaction while incorporating their feedback to drive successful on time launches.
- Oversaw project framework from the creative brief to pre-production and post production stages, collaborating with cross functional account, creative, strategy, and production teams to align on staff plan dependencies, milestones, and forecasts refinement along with weekly stand ups to status reports for internal and external stakeholders.
- Utilized Smartsheet and Workfront to automate workflows and track progress, enhancing efficiency, project profitability, team hour tracking, and overall delivery accuracy.
- Expert at all the project administration related tasks and delegated them to 4 junior teammates; job codes, scrum management, forecast resources, burn reports, set-up project folder, open POs, signed SOWs, and expense reports.

### Digital Consumer Experience Manager, 2020 – 2022

*Advocate Aurora Health Care*

- Led digital content projects for 50 plus websites utilizing UX design, resulting in a 25% increase in user engagement across platforms, enhancing client satisfaction and brand visibility.
- Conducted comprehensive analysis of digital asset audits and collaborated with cross-functional teams to improve workflow efficiency and visual consistency for future initiatives.
- Developed Standard Operating Procedures (SOPs) to support agile, efficient updates during high-demand periods, aligning with best practices in digital content management.

### Freelance Digital Media Project Manager, 2019 – 2021

*Convey Digital Marketing*

- Management of 6 end-to-end digital content projects overseeing budget management, stakeholder communication, and troubleshooting obstacles, ensuring all client requirements were met through monitoring team progress.
- Led the strategy and creative execution of multimedia deliverables; creating scripts, website design, promotional video and photography, developing social media presence, and event promotion.
- Served as the primary contact for clients to communicate project status reports and risks to keep projects on track.

### Videography and Photography Production Coordinator, Fall 2019

*Chicago International Film Festival*

- Managed production schedules for video and photo execution; facilitated cross-departmental collaboration between internal teams, creative contractors, and talent managers to ensure clear expectations of creative content.
- Recruited, hired, and supervised a team of six new crew members for on-site event execution.
- Optimized staffing logistics by implementing Smartsheet, improving scheduling efficiency, team communication and timely attendance of contractors and talent managers at a variety of onsite event locations.

**Education:** University of Tampa - May 2017: Bachelor of Arts – Advertising and Public Relations, Creative Concentration

**Activities:** Fluent in Portuguese, Working proficiency in Spanish • Volunteer at Urban Farm Chicago Lights