



NATALIE RIPOLI

PROJECT MANAGER, DESIGN
THINKER, CONFIDENT CREATOR

PROFILE

A creative professional with 5+ years of experience improving workflows and identifying stealthy workarounds to keep projects moving. I empathize with the end user and my teammates to drive on-time delivery of quality storytelling that will align with business vision and strategy.

CONTACT

To learn more about me and my professional experiences, go to www.natalieripoli.com

Email me directly at ripoli.natalier@gmail.com

Connect with me on www.linkedin.com/in/natalieripoli

EXPERIENCE

Marketing Operations Project Manager / Getty Images

FEB 2015 - DEC 2016, SEATTLE

- Delivered 75+ global marketing campaigns and balanced 10-22 projects in various stages of planning, creative & development
- Captured real-time prioritization, resource allocation and development progress to help identify which tasks need to get done when business needs change
- Transitioned internal teams (marketing operations, creative services, localization, channel owners), regional teams and external agencies onto new digital platforms and tools to improve efficiency and communication
- Prevented churn by reviewing strategic plans, identifying missing requirements, creating user flows and enforcing processes
- Reduced data storage fees for 5+ million contacts and 500+ assets by engaging email automation specialists and developers to build a custom Oracle migration tool

Project Manager / Commonground

JULY 2013 - NOV 2014, CHICAGO

- Managed all advertising efforts (print, digital, radio, tv, & experiential) for Nissan USA retainer account for two fiscal year strategic planning cycles
- Improved team cohesion and timeliness of new business and pro bono presentations by introducing collaboration methods, handoff milestones and design standards
- Executed daily responsibilities, ie scope projection, schedule building, resource allocation, overseeing creative process and ongoing communications, time management, running stand-up meetings, asset handoffs and trafficking

Account Executive Project Manager / Connect Search

APR 2013 - JULY 2013, CHICAGO

- Implemented a collaborative process to share research, presentation content and legal documentation between four agency partners and an in-house designer to hit an RFP deadline



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MEMBERSHIP

- AIGA Seattle Chapter
- AIGA Changemaker Series
- Skillshare, Coursera, Treehouse
- HubSpot Inbound Marketing Certificate of Excellence
- Seattle Art Museum

Web Content Manager / Freelance

OCT 2012 - MAY 2013, CHICAGO

- Consulted small business owners on inbound marketing strategy, SEO tactics and lead generation
- Generated blog content by conducting staff interviews, market and competitor research, keyword trends and analysis of site performance metrics
- Established brand cohesion through branding exercises, performing an assessment and designing a logo

Senior Marketing Analyst / Get Talked About, LLC

JAN 2011 - OCT 2012, CHICAGO

- Increased site performance and organic traffic through market research, analysis of user behaviors and content management
- Trained clients on inbound marketing strategies, content management systems, email automation tools and planning effective lead nurturing programs
- Developed graphic design skills to define brand identities, create style guides and execute digital and print marketing assets

EDUCATION

BA Integrated Marketing Communications / Illinois State University

AUG 2006 - MAY 2010, NORMAL IL

MARKETING TOOLS

Project Management
Workfront
Basecamp
Smartsheet
Trello

Collaboration
MS Office, MS 365
Google Drive
Slack, Hipchat
Sharepoint

Dropbox, Box
WebEx,
GoToMeeting

Design
Adobe Illustrator
Adobe Photoshop
Web Management
Wordpress
Joomla
Drupal

Analytics
Google Analytics,
Adwords
SproutSocial

Marketing Automation
Oracle (Eloqua)
HubSpot
ConstantContact
MailChimp

INTERESTS

Painting
Writing
Photography

Backpacking
World travel
Country cruising

Badminton
Puzzling
People watching