

# Cathy Poley

404-213-4265 | cathypoley@comcast.net

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Skilled Digital Producer/Project Manager with a proven track record of creating and deploying engaging digital projects, content, and communications resulting in traffic increases of up to 400%. Proven ability in managing all stages of digital operations or project lifecycles to deliver results that exceed expectations on time and on budget. Passionate about optimizing processes and managing projects that facilitate organizational success and ease in the life and work of others, whether coworkers, clients, and/or customers.

- Digital Production
- Project Management
- Digital Communications/  
Content
- Email Marketing
- Scrum Master/Agile
- Content Management  
Systems
- Digital Marketing
- Campaign Management
- Optimizing Processes
- Cross-functional work

## PROFESSIONAL EXPERIENCE

### Focus Brands

September 2022 – Present

Customer Engagement Manager - Loyalty

*Building and implementing customer-facing Loyalty channel campaigns for Focus Brands' Specialty Food Retailers, such as Jamba Juice and Cinnabon.*

- Lead creation and deployment of 50+ Loyalty campaigns, emails, and push notifications with complex audience segmentation and targeted content to ensure the best messages reached customers at the right time.
- Spearheaded campaigns that contributed to ~1 million new Jamba Reward member sign-ups in 2022 and increased year-over-year performance.

### Bridgetree

April 2022 – August 2022

Project Manager

*Marketing technology agency for large companies, such as Bed Bath & Beyond and Academy Sports and Outdoors.*

*Manage projects that drive revenue, create efficiency, and streamline processes.*

- Managed creation of marketing systems for prominent clients/businesses with budgets ranging \$100K – \$2MM.
- Managed migration and improvement of contact matching system increasing viable contact volume by 20%; led team to complete an estimated 2-year project in 3 months.

### Axos Bank

December 2021 – April 2022

Marketing Automation Specialist

*Managed the implementation and ongoing deployments of Salesforce Marketing Cloud email campaigns and marketing automation solutions to a wide variety of internal business units.*

- Worked with the marketing team and business units to gather requirements for new marketing automation requests, including developing 30+ emails and 20+ marketing journeys across multiple products and verticals.
- Produced marketing automation intelligence and analytics, performed A/B tests, and implemented best practices and processes to optimize campaigns and communications.

### MERGE

June 2021 – December 2021

Project Manager

*Managed development projects, including new websites, digital updates, online tools, and more.*

- Managed 10+ projects simultaneously, directing timelines, digital production, and other framework items.
- Worked with client services, BAs, development teams, QA, content migration teams, and design/UX, coordinating teams to successfully deliver projects on time and to specification and within budget.

**Pulte Group**

July 2014 – June 2021

*Managed the Marketing Technology team's projects, including, but not limited to, leading UX enhancements, reworking content management system and other internal tools, and migrating email service providers.*

- Decrease SLAs for digital content and tools from 24 to 48 hours.
- Served as email marketing SME implementing email programs and enhancements that increased volume of emails sent while achieving above-average open rates (23%+), click-through rates (6%+), and other key metrics.
- Worked with agile IT team, creating 150+ user stories for marketing technology tools bugs and enhancements.

**YouandMedia**

Founder/Owner and Digital Producer/Project Manager

November 2013 – December 2018

*Defined and implemented digital strategies for businesses, arts organizations, and other entities.*

- Managed 10+ projects simultaneously tracking production timelines, budgets, and other production aspects.
- Architected website layouts, wrote copy, project managed digital efforts, directed social media engagement strategies, and managed subcontractors.

**Sharecare**

Project Manager

October 2010 – November 2013

*Managed projects for more than 20 content partners, including content assessment, assignment of resources, content creation, partner review, and implementation.*

- Worked with 20+ high-level partners including the Department of Defense, Centers for Disease Control and Prevention, Pfizer, and the American Heart Association.
- Managed digital media content production with high-level content partners, overseeing the creation of 400+ editorial pieces, such as website content, video, Q&As, blogs, and articles.

**Apartment Guide/PRIMEDIA (Now Rent Path)**

Digital Content Producer

June 2008 – October 2010

*First-in-class apartment search and moving resource company. Created and managed digital strategy/content for the Apartment Guide Moving Center, ad creative, and email marketing.*

- Part of a team that generated a 450% increase in email traffic to ApartmentGuide.com.
- Managed production schedules and deployment for more than 800 articles and 100 email newsletters.

**OTHER EXPERIENCE****CNN.com****Senior Associate Producer**

Directed projects for digital and on-air programming. Digital lead for Larry King Live, Crossfire, and other shows.

Managed chat, message board and email operations. Tripled number of weekly chat interviews, growing chat participant volume from ~100 to 4,000+

**GameTap – Warner Media****Writer Producer**

Lead producer for Emmy-winning video content, GameTap promos, and special programming, including “Best of GameTap” and “Ask GameTap”. Managed weekly updates of GameTap’s platform with new games, content, and videos.

**Award-Winning Comedian/Actor/Writer**

Write and produce short comedy films. Performed sketch, improv, and stand-up comedy locally and nationally.

**EDUCATION**

**University of North Carolina at Greensboro - Bachelor of Arts – Media Studies – 1998**