



LAUREN STEELE

Project Manager

OBJECTIVE

NYC-based Senior Project Manager with a focus in digital marketing, brand building, creative evolution, and ecommerce site development projects. Proven track record of successful project delivery and adept at creating and optimizing processes to aid swift business improvements. Seeking new Project Management opportunities in the direct-to-consumer marketplace.

PM EXPERIENCE

Senior Project Manager, Omnichannel Marketing

OCT 2022 – NOV 2023

LIVELY

- Planned and executed key, large scale cross-functional brand initiatives from start to finish. Including the implementation of sitewide price changes, sales and markdown strategies, global ecommerce Canada launch, product exchanges, retail visual merchandising, and marketing program launches (rewards and affiliate programs).
- Developed and implemented a quarterly framework for kick-off meetings, presentations, and brainstorming that resulted in a unified go-to-market strategy, from product design and planning through marketing strategy and creative execution.
- Served as key POC with external vendors such as GMA, 260 Sample Sale, Amazon, and Target to drive incremental revenue projects and brand extension initiatives.
- Served as the in-house producer that assisted in the planning and execution of photoshoots alongside VP of Design and Director of Brand & Creative. Created photoshoot and inbound imagery timelines, ensuring timely receipt of imagery for creative execution in visual assets across all channels.
- Built and maintained site project roadmaps and timelines for key site redesign projects in partnership with technology and creative teams. Projects included redesign of Homepage, Navigation, PDP, Collection Pages, Blog, Fit Guide, Rewards, and Affiliate Program landing pages.
- Outlined weekly site experience changes in partnership with tech, data, and creative teams to align with business trends, product launches, sales promotions and brand campaigns to maximize click through and conversion on site.

Project Manager, Marketing

OCT 2020 – OCT 2022

LIVELY

- Built project timelines and managed Marketing workflows in Asana, ensuring that team members hit key milestones and deadlines. Communicated key project status updates to Marketing and cross-functional teams.
- Coordinated project and campaign briefings with Marketing and external department stakeholders (Planning, Technology, CX, Retail, Operations).
- Created and maintained the LIVELY Launch Timeline based on team calendar alignment. Ensured all key leadership stakeholders are both consulted and informed of calendar updates.
- Management and allocation of ongoing workload for digital graphic designers and copywriters.
- Nimbly navigated the Marketing team through changes in business and Marketing calendar by prioritizing deliverables, workflows, and due dates.
- Vetted campaign briefs, creative requests, and ad hoc marketing requests from stakeholders and delegated to creative team members based on workload and skill.
- Maintained documentation of team workflow, processes, and best practices. Lead team process training sessions and workshops. Mentored team members on workload prioritization and organization.
- Assisted marketing channel stakeholders (Email, Text, Social, PR, Paid Media) with time sensitive projects and deliverables as needed.
- Vendor outreach, product sourcing, and quotes for marketing print collateral for Retail, Events, Partnerships and other Marketing business areas as needed.

PRODUCTION EXPERIENCE

Production Coordinator, Aerie Core Bras American Eagle Outfitters

OCT 2019 – AUG 2020

Production Assistant, Aerie Core Bras American Eagle Outfitters

AUG 2018 – SEPT 2019

Product Development Assistant, Girls Intimates & Sleep Dreamwear Inc.

JULY 2017 – JULY 2018

CONTACT ME

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Brooklyn, NY

EDUCATION

B.S. Fashion Merchandising and Design

Minor: Communications

Virginia Tech

2013 - 2017

SKILLS

- Creative Problem Solving
- Cross-functional Communication
- Timeline Creation & Management
- Process Creation
- Time Management
- Cost Negotiation & Budgeting
- Photoshoot Budget & Production
- Data Entry & Analysis

PROGRAMS

- Asana
- Microsoft Office
- G Suite
- Canva
- Figma