

OLIVIA JAMES

/ DESIGNER

/ PROJECT MANAGER

303.862.0442

oliviajoleenjames@gmail.com

oliviajames.us

CORE SKILLS

MARKETING & DESIGN

Branding
GTM & Content Strategy
Digital: Design, SEO, UI/UX
Advertising & Campaign Design
Publication & Editorial Design
Environmental Graphics
Typography & Illustration
Packaging

PROJECT MANAGEMENT

Agile/Scrum
Organization
Task Management
Team Leadership & Coaching
Project & Release Planning
Time & Resource Management
Risk Management
Communication
Scheduling

WORK EXPERIENCE

WORKHORSE 45, LITTLETON, CO

July 2016 - December 2016 / Director of Accounts

- Managed all projects and client relationships
- Rebuilt internal process spanning project mgmt software, client meeting structure, implementation of Scrum practices and hire of Senior Art Director position
- Created GTM strategies, website architecture & wireframes and content as billable services
- Assisted with creative direction on various projects

ASPENWARE & AVENTEER, DENVER, CO

November 2015 - June 2016 / Marketing Manager

- Created GTM strategy for established tech company and sister startup
- Collaborated on strategy, designed & managed web redesign projects for both DBAs
- Planned, designed & developed targeted campaigns including: AdWords, copy, design and development of landing pages and emails, and marketing automation setup
- Coordinated sponsorship of Boulder Startup Week & corresponding presence at events, designed and produced all materials, and organized team schedule

K2, DENVER, CO

December 2013- September 2015 / Program Manager

- Established creative & digital engagement and execution process to service global marketing org
- Implemented Scrum project mgmt principles through team leadership, coaching & PM tool setup
- Managed corporate marketing team spanning strategy, copywriting, design and development
- Created operating rhythm including project mgmt software, cadence of release plans, meeting structure and creative brief forms

K2, DENVER, CO

August 2012- November 2013, Graphic Designer

- Designed campaign parallax microsite
- Collaborated with Product Mktg to create illustrated thought leadership paper
- Participated in the redesign of K2 brand including style guide, website & collateral mktg materials
- Illustrated product capabilities with hand drawn sketches

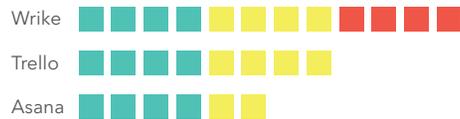
HANDS DOWN CREATIVE, ST. PETERSBURG, FL

May 2010 - June 2012, Co-Founder, Project Manager & Designer

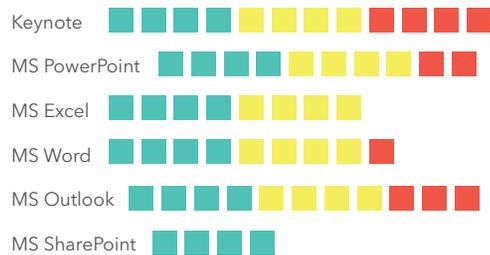
- Founded startup & managed over 30 projects and events ranging in scope, budget and co. size
- Responsible for all client and vendor relationships
- Developed and managed a team of designers and freelancers
- Created all company creative briefs, contracts, forms, business plan and operating rhythm

SOFTWARE SKILLS

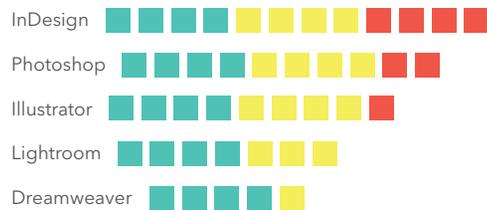
PM TOOLS



ADMIN TOOLS



DESIGNER TOOLS



DIGITAL MARKETING TOOLS



EDUCATION

BFA GRAPHIC DESIGN

2007 - 2012
International Academy of Design & Technology

Cum Laude Honors
President's List 2007 - 2010 / Dean's List 2010 - 2012

FEATURED WORK / AWARDS

FIFTYFIVEANDFIVE SEPTEMBER 2015

"Digital Marketing Excellence Report"

Inaugural report celebrating the digital marketing work of top 10 and top 50 global O365 and SharePoint product vendors, with a particular focus on website, blog and social presence. K2 received top 10 and will be featured in the report launched at this year's Future Decoded in London.

ARTISTIK MAGAZINE SPRING 2012

"Success in Entrepreneurship"

Art, design and fashion magazine published by Career Education Corporation for distribution nationally throughout their campuses. Sprint 2012 issue included a four-page spread on Hands Down Creative including interview and featured client work.

COMMUNITY

SWANKY SOIREE

2011 - 2012
Event Planning Committee & Services Vendor

Annual Fundraiser Event benefitting Brookwood Florida

Provided project & production management, graphic design and web services on a pro-bono basis for all print and digital materials for event marketing and day-of execution.

SEAS USF, STUDENT ORGANIZATION

November 2010
Team Leader, Project Manager, Art Director

Undergraduate PM Course Project

Lead team of students in pro-bono branding & web project for local student organization that included brand identity package, stationary, collateral, environmental banners and website design & development.

BIG BROTHERS, BIG SISTERS

2008 - 2009
Volunteer

KEY PROJECTS & RECOMENDATIONS 1/2

K2 CREATIVE & DIGITAL MARKETING PROCESS

GOAL: Educate and train a team of eight on the principles, methods and results of agile, particularly Scrum, project management

DELIVERABLES: PM Tool Structure & Training, Creative Briefs, Sprint Planning & Stand Ups, Process & Guidelines Interactive PDF, Scrum Wall, Sprint MVPs, Team Spotify Playlist

// Olivia is a ship captain. Not in a maniacal, grizzled, Ahab sort of way. Indeed, Olivia's gifts are focus, organization, creativity and whatever you call that thing where someone can herd cats really, really well.

She's never intimidated by scope. Instead, she methodically surveys the landscape, identifies obstacles and suggests routes around them, harmonizes all the moving

pieces and parts, and then motivates the team to deliver, often ahead of schedule and north of expectations.

Olivia has a rare spirit and an infectious energy. We will work together again someday, and that's a day I look forward to. //

Chris Tomeo, Creative Designer, Adjy

K2 BRAND & K2.COM REFRESH

GOAL: Evolve the company brand and ensure consistent messaging and visual direction worldwide to optimize brand awareness and sales/marketing capabilities.

DELIVERABLES: Global Creative Request Process, Brand Style Guide, Collateral Catalog, Company Posters, Whitepaper, Case Study and Communications Templates, Stationery & Internal Templates, Website Rearchitecture & Redesign

// I've worked with Olivia for almost three years and she is a powerhouse of project management and creative knowledge. She manages large, strategic initiatives and global teams with an approach that ensures the success of the individuals and the company. She has a unique ability to diagnose issues within a project or process and will quickly find a way to fix it while maintaining a very high standard of communication across all levels of the company.

I've worked with a lot of project managers over the years and Olivia is kind of a unicorn. She understands all aspects of the creative process, can design anything in record time and is also one of the most organized people I know. She gets digital,

UX, content and creative and provides valuable feedback and direction in these areas when it's needed.

With Olivia involved, I'm confident that any marketing team can achieve a higher standard of quality and efficiency. That's certainly what she's done for us at K2. //

Todd Lilienthal, Director of Digital Strategy, K2

KEY PROJECTS & RECOMENDATIONS 2/2

K2 USER CONFERENCE & FAST FWD CAMPAIGN

GOAL: Host a large-scale industry event to generate revenue, increase brand awareness and launch new product, community and campaign.

DELIVERABLES: FastFWD Campaign Microsite, User Conference Registration Site, Environmentals, Collateral & Giveaways, Internal & External Communications, Post-Event Follow Up Campaign

// I have worked directly with Olivia on the marketing team at K2 for three years and have been extremely impressed with her organizational skills and her ability to handle a large number of projects across a global team. Olivia implemented a complete project management process that allowed our team to successfully deliver on a range of projects - from smaller internal initiatives to large, strategic programs - in a much more efficient way.

Her background in creative design provides her with unique insight into everything that is needed to deliver a successful marketing project and she excels at thinking creatively to work through roadblocks and plan for the unexpected. I highly recommend Olivia as a project manager who can bring a high level of quality and productivity to any team. //

Holly Anderson, Product Marketing Manager, K2

SUPPORT RECRUITMENT

GOAL: Scale the support organization of K2 to align with new business growth and support volume of onboarding customers via local recruitment campaign and events.

DELIVERABLES: Versioned Website (Registration & Recruitment), Marketing Posters & Digital Advertisements, Event Environmentals & SWAG, Communications, In-House Intro Day Event, Industry Career Day Event, Social Media Advertising, Registration Application

// I have been fortunate to work with Olivia on multiple marketing projects for my team. Each one of them was delivered on time and better than envisioned. She is excellent at communicating, always keeping you informed of progress and transfers your vision to the creative team with great accuracy and efficiency.

It's been an absolute pleasure working with her. She will be an asset for any company that employs her. //

Barry Hoffmann, VP Technical Product Support, K2

She has the ability to communicate to all levels in an organization and her background in design and creative enhance her ability to not only understand the impact of the projects she delivers, but also give her an edge when communicating the vision to the creative team.

She projects pride onto each project she takes on, constantly produces fresh ideas and always thinks of new ways to improve on the process.

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