

# Candace Perry

## Marketing & Creative Project Management Specialist / Manager

Austin, TX | (469) 632-4550 | [candaceperry@gmail.com](mailto:candaceperry@gmail.com) | Portfolio: [candaceperry.com/marketing](http://candaceperry.com/marketing)

### PROFESSIONAL SUMMARY

---

Marketing and Creative Project Specialist with 6+ years of hands-on experience supporting and coordinating marketing, creative, web, and production initiatives in agency and client-facing environments. Experienced in managing project details from intake through delivery, maintaining timelines and documentation, coordinating cross-functional teams, and supporting high-quality execution across creative, content, web, and media projects. Known for being highly organized, proactive, and reliable in fast-paced environments.

### CORE COMPETENCIES / OPERATIONS TOOLKIT

---

Marketing Project Coordination • Creative Operations and Studio Support • Campaign and Initiative Execution • Cross-Functional Team Collaboration • Web and CMS Project Support • Creative and Production Coordination • Photo and Digital Asset Management • Intake Scheduling and Prioritization • Timeline Scope and Task Management • Stakeholder Communication and Updates • Process Documentation and QA Support • Asset Tracking and Brand Consistency • Project Management Tools (Asana, Monday.com, ClickUp, Trello) • Creative and Analytics Tools (Adobe Creative Suite, Canva, Google Analytics, Google Workspace) • CMS Platforms (Showit, WordPress, Squarespace, Wix) • Digital Asset Management Tools (Dropbox, Pixieset, SproutStudio, ShootProof)

### PROFESSIONAL EXPERIENCE

---

#### Marketing and Creative Project Specialist (Freelance & Agency) | 2019 – Present

- Manage and support marketing, creative, web, and production projects for brands and clients in remote and hybrid environments, supporting delivery of 10+ concurrent initiatives.
- Coordinate project intake, prioritization, scheduling, timelines, & task tracking across cross-functional teams.
- Partner with designers, developers, photographers, content teams, and external vendors to keep projects moving.
- Support CMS website builds, redesigns, and enhancements across Showit, WordPress, Squarespace, and Wix.
- Coordinate creative production workflows including photography, digital assets, content shoots, post-production, and internal handoffs between creative, content, web, and marketing teams.
- Support marketing and creative operations by maintaining workflows, trackers, documentation, calendars, SOPs, and approval processes to ensure consistent execution.
- Perform quality checks, assist with issue resolution, and help improve creative production turnaround through better scheduling, tracking, and workflow organization.
- Organize, catalog, and maintain digital assets, ensuring consistent organization, accessibility, and quality standards across large creative and digital asset libraries.
- Supported agency-based project execution for client accounts at Ansira, eMarketSouth, Nicasio Design, Creative Blue, ITI Marketing, and BigHouseGraphix.

### EDUCATION

---

Georgia Southern University | B.A. Communications