

Candace Perry

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PROFESSIONAL SUMMARY

Marketing Project Manager with 10+ years of experience leading digital and creative initiatives across marketing, SaaS, and tech-enabled environments. Expert at uniting cross-functional teams, streamlining workflows, and delivering high-impact campaigns across web, email, print, photo, video, and social media. Proficient in Canva, Adobe Suite, and emerging AI platforms for content, graphics, and photo creation. Known for clear communication, process excellence, and driving measurable growth while keeping projects on time and within budget. Equally effective in agency and in-house settings, with a deep understanding of creative operations, brand integrity, and strategic execution.

CORE COMPETENCIES

- Project and Campaign Management (Asana, Monday, Basecamp, ClickUp, Trello)
- SaaS Marketing Operations (HubSpot, Salesforce, GoHighLevel, ClickFunnels, ActiveCampaign)
- AI-Enhanced Creative Production (ChatGPT, Midjourney, Krea, Gemini)
- Multi-Channel Marketing (Web, Email, Social Media, Paid Media, Events, PR)
- Creative Oversight (WordPress, Showit, Adobe Creative Suite, Canva, HTML, CSS, Photo, Video)
- Workflow and Resource Management (SOPs, Timelines, Budgets, Vendor Coordination)
- Stakeholder Communication, Team Collaboration, Risk Identification, and Problem Solving

PROFESSIONAL EXPERIENCE

Marketing Project Manager (Contract) | Jane Media | Austin, TX | May 2025 – Present

- Lead end-to-end project management for influencer Jackie Dorman's social media campaigns.
- Coordinate design, copy, and media teams to ensure cohesive campaigns are delivered on time.
- Oversee creative production (websites, landing pages, videos, merch) ensuring brand consistency.
- Leverage AI tools for blog article photography and marketing copy.
- Assist with timelines for retreats/events; provide on-site coordination, photography, and videography.
- Secure podcast features through targeted media outreach and relationship-building.
- Serve as the central liaison for internal and external teams, maintaining consistent communication.

Marketing Project Manager | Beautiful You Studios | Dallas, TX | September 2010 – May 2025

- Built and scaled a nationally recognized fashion/beauty/lifestyle photography brand, generating \$1.3M+ in revenue while managing all operations, photoshoots, videography, influencer marketing, & social media + email campaigns.
- Designed and managed digital funnels, landing pages, and automated workflows through SaaS tools like Go High Level, Dubsado, Flodesk, and Zapier integrations; generated 100+ qualified leads weekly.
- Reduced creative project delivery time by 33% by implementing workflow improvements.
- Scaled social output from 1 reel/month to 4/week; expanded audience to 40K+.
- Managed budgets, vendor contracts, and a \$15K brand event for 150+ attendees.

Marketing Specialist | Ansira | Dallas, TX | September 2016 – September 2019

- Executed data-driven, automated email campaigns via Salesforce Marketing Cloud and enterprise SaaS platforms for major CPG & retail brands including 7-Eleven, Purina, Panera, Chili's, & Nothing Bundt Cakes.
- Exceeded industry benchmarks with 15.3% open rate and 2% CTR across millions of sends.
- Coordinated 4 internal teams to meet overlapping deadlines; achieved 100% on-time delivery.
- Developed standardized onboarding materials, reducing new-hire training time by 5 days.

Marketing Project Manager | Slate Brands | Savannah, GA | April 2015 – August 2016

- Directed website launches, social media strategy, and creative content for three distinct national slate roofing brands: Vermont Slate, Black Diamond Slate, & American Slate Companies.
- Increased lead generation by 19% through improved marketing campaigns and creative quality.
- Trained staff in SEO best practices, improving long-term organic traffic performance.

EARLIER AGENCY EXPERIENCE

Various Marketing & Design Roles | 2004–2013

eMarketSouth • Nicasio Design • Creative Blue • ITI Marketing • BigHouseGraphix

- Collaborated with agency teams to deliver creative campaigns across print, web, and digital channels.
- Coordinated multidisciplinary teams to deliver high-quality photo, video, and web assets on time.
- Managed photo and video shoots, coordinated with vendors, and supported production timelines.
- Collaborated with in-house creative teams to launch email campaigns reaching up to 500K+ subscribers, driving engagement, conversions, and brand awareness.
- Designed and produced on-brand creative assets, websites, and event collateral that elevated client visibility and retention.
- Conducted market research, SEO optimization, and performance analysis to inform strategy and improve campaign outcomes.
- Crafted persuasive copy and visuals to strengthen brand storytelling for agency clients.

EDUCATION

Georgia Southern University | Bachelor of Arts, Major in Communications - Minor in Theater