

TALITA SCHUTTE

CREATIVE PROJECT MANAGER

✉ talita@breathecollaboration.com ☎ +1 (804) 291 7108



Career Objective

Results-oriented Project Manager adept at quantifying clients' goals and driving bottom-line impact. Concise and effective communicator with a proven track record in developing innovative solutions, optimizing processes, and executing projects leading to impactful marketing campaigns and brand visibility. Thrives in fast-paced and evolving environments, demonstrating flexibility and adaptability. Successfully drive growth through efficient execution with a "get things done" attitude.

Experience

Creative Project Manager

Mellonaid 2021 - Present

Agency Client: The Motley Fool Foundation

- Led project management efforts for a highly successful client email campaign that grew the email list from 300 to 6,952 subscribers within 12 months. Achieved an impressive average open rate of 58.39%, surpassing the industry standard by more than double. Consistently sustained a monthly subscriber growth rate averaging 100 plus new monthly subscribers.
- Led project management efforts for monthly virtual live events, including speakers such as Dan Pink, NYT best-selling author, and David Gardner, co-founder of The Motley Fool. Average event registrations are 800 people.
- Scoped and tracked creative deliverables for marketing projects, including website development, digital marketing, paid and organic social media, videography, photography, events, and marketing campaigns.
- Managed project budgets and timelines resulting in on-time delivery.

Account Executive

Mellonaid, 2021 - Present

Agency Client: The Motley Fool Foundation

- Created and implemented processes to facilitate seamless communication and collaboration between the client, contractors and the creative agency
- Part of the team that secured and renewed client contracts and assisted in managing contract negotiations with other contractors contributed to the continued business relationship and revenue growth.
- Developed and executed creative briefs.
- Drafted and tracked department-wide Objectives and Key Results (OKRs) while maintaining an average completion rate of 70%.

Social Media Manager

Mellonaid, 2019 - Present

Agency Client: The Motley Fool Foundation

- Developed and executed social media strategies resulting in increased engagement and followers.
- Created and managed social media content and campaigns resulting in successful ad campaigns.
- Analyzed social media metrics to improve engagement and performance.

Strengths



Cross-Functional Communication



Agile Project management



Strategy Execution

Professional Skills

- Strategic Communication
- Marketing Analytics
- Process Implementation
- Cross-Functional Integration
- Project Management

Technical Skills

- Smartsheets
- Asana
- Monday.com
- Jira
- WordPress
- WIX
- Squarespace
- Mailchimp
- Salsa Labs
- Sprout Social
- Later
- Hootsuite
- Slack
- Mural
- MightyCause
- Google Suite
- Microsoft Office

Director of Operations,

EPIC at Work, 2021 - 2023

Client: EPIC at Work

- **Event Coordination:** Overseeing the planning, coordination, and execution of events, including logistics, vendor management, and on-site supervision.
- **Contract Negotiation:** Negotiating contracts with vendors, suppliers, and partners to secure favorable terms and pricing.
- **Risk Management:** Identifying and mitigating potential risks associated with event operations, including health and safety, legal, and logistical risks.
- **Stakeholder Communication:** Liaising with internal and external stakeholders, including clients, sponsors, partners, speakers, board members, and vendors, to ensure effective communication and collaboration.
- **Crisis Management:** Managing unexpected situations and resolving issues that may arise during events, such as emergencies, disruptions, or conflicts, in a timely and effective manner.
- **Project Management:** Successfully planned and executed project management efforts for two annual conferences, hosting 6 to 7 national and international speakers with more than 200 attendees per conference. Engaging over 800 Business Leaders and 15 churches in the Triangle area.

Small Business Consulting focusing on Holistic Marketing Approach

Breathe Collaboration LLC, 2019 - 2021

Client: Monday Morning Press

- Social Media Strategy
- Social Media Analytics
- PR Consulting Sessions help navigate conflicts and inquiries and manage influencers as part of the Social Media Strategy.

Client: Nicole Kuhl Coaching

- Vision Development; consulting on and helping to implement a business start-up strategy
- Website Development created a website for the client in WIX.com - SEO, web design, technical support, and copywriting.
- Operational support - POS systems, software training, and implementation.
- Marketing support - brand strategy, brand development and guidelines, and market research.
- Social Media Strategy.

Client: Jacquelyn Waters, Realtor

- Social Media Strategy
- Social Media Analytics.

Client: Kuhl Defense and Safety

- Vision Development; consulting on and helping to implement a business start-up strategy
- Website Development created a website for the client in WIX.com - SEO, web design, technical support, and copywriting.
- Marketing support - brand strategy, brand development and guidelines, and market research.

Client: Harvest International Network

- Website Development created a website for the client in WIX.com - SEO, web design, technical support, and copywriting.
- Marketing support - brand strategy, brand development and guidelines, and market research.

International Experience

London,
United Kingdom
Office Manager at Plan
Personel
(Temporary Recruitment Agency)

Pretoria,
South Africa
Project Manager at SA Cares
For Life
(Nonprofit Advocates for Children's Rights)

Secunda,
South Africa
Office Manager at Dr. ZJ van
Wyk Ingelyf
(Private Practice for ENT Surgeons)

Johannesburg
South Africa
Operational Manager at
Platinum Group
(Fashion Retail Group)

Education

Bachelor's Degree in
Marketing Management (BS)
with a minor in Statistics
University of Pretoria,
South Africa.

Citizenship

US Citizen