

Symone Anderson

Project Manager

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Experienced Project Manager with 7+ years of supporting brands and clients across various industries. Skilled in every stage of content coordination—from brainstorming and planning to execution, budgeting, and logistics—while keeping timelines on track and teams aligned. A strong communicator who thrives on building relationships, creating smooth organized workflows, and ensuring projects run seamlessly. Collaborative, adaptable, and always eager to bring creative ideas to life. Excited to contribute my expertise to a dynamic team and make an impact through meaningful experiences, and well-executed projects

EXPERIENCE

12/2020 - CURRENT

studioID Project Manager/Content Strategist

Industry Dive

Senior Project Manager and strategist directing multiple client programs. Building content strategies for clients, managing production process, and ensuring quality & scope control for all deliverables are top priorities.

- Lead client-facing communication, discovery, and updates from initiation to launch and completion.
- Serve as the stakeholders' liaison and ensure timely communications occur
- Produce project scopes, create project plans, SOW's, schedules, resource allocation, and ensure on-time high-quality delivery
- Source and partner with external, vendors, freelancers, designers, editors, for specified program needs.
- Direct internal workflow of projects, coordinating with design and production team on clarity of objectives
- Manage active Jira tickets, tracking launch dates, owners, and dependencies
- Create and coordinate working timelines for each project, ensuring designated time and communication channels. Schedule regular cross-functional team meetings as needed
- Foster and improve skills of junior colleagues through mentorship program
- Streamline project documentation by condensing complex project details into clear, concise reference guides, improving team alignment and accessibility of key information

06/2017 - 11/2020

Account and Project Manager

Wolters Kluwer

- Supervised client and internal service cloud inquiries within Salesforce
- Lead in creation and implementation of email marketing and CRM campaigns within Salesforce
- Track and manage project budgets, POs and invoices
- Liaison between the business and technology groups to ensure business project needs are met
- Analyzed account performance metrics, identifying areas for improvement and implementing data-driven solutions
- Develop a clear understanding of client objectives, KPIs and targets and ensure our team is aligned as projects and campaigns are executed.
- Provided post-launch support, debugging, and feature updates based on user feedback
- Improved data integrity in Salesforce by analyzing reports, identifying discrepancies, and implementing data cleanup processes, ensuring accurate and reliable reporting for key stakeholders

08/2016 - 06/2017

Marketing Manager

ZARA

- Provide weekly business updates, reports, sales materials and presentations
- Facilitate communication and coordination with related teams, external vendors, and partners
- Lead for project research, assisted in project budgeting for various departments
- Trained associates on business systems, creative practices and strategies according to guidelines in accordance with brand image

02/2016 - 08/2016

Marketing Manager

H & M

- Oversee projects to insure the timely launch and coordination of campaigns with internal and external teams
- Identify, analyze, prioritize, communicate and mitigate project risks
- Define, implement and monitor quality standards on all project deliverables
- Identify and monitor KPIs to nurture growth
- Organize and release project details, track updates and milestones; to ensure high-level development process for new campaign setups

08/2013 - 02/2016

- Acquire appropriate resources and materials for new store builds
- Assisted with expansion; in-store developments/store openings

Product Lead

Urban Outfitters

- Collaborate with Allocation planning and Buying teams to relate current performance to impact upcoming buys/purchases
- Prepared and led monthly forecast, strategy, buy meetings
- Identify opportunities and risks, recognize trends by product category and attribute at the individual store and store group level
- Utilized internal analytics to gather and track website metrics

CERTIFICATIONS

- Certified Project Manager Professional
- Asana Workflow Specialist
- Content Marketing Certification
- Analytics Individual Certification

SKILLS & STRENGTHS

Written and Verbal Communication Skills	Stakeholder/Client Management
Team Leadership	Mentorship
Talent sourcing	Microsoft Suite
SEO	Resource Allocation
Google Suite	Production Management
Content Ideation	Time Management & Prioritization
Jira & Confluence	Salesforce
Asana	Agile Methodologies
Change Management & Adaptability	Waterfall Methodologies

EDUCATION

Coppin State University	Bachelors of Science
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