

CAROLINA PAULINO, PMP

(914) 573 3161 | carolina.paulino@outlook.com | [Linkedin.com/in/carolinapaulino-pmp](https://www.linkedin.com/in/carolinapaulino-pmp)

Accomplished **Project Manager** with over 15 years of expertise in managing portfolios exceeding \$650K. Proven track record of timely delivering of projects by collaborating with cross-functional teams including software developers, copywriters, UX/UI leads, and QA associates. Skilled in utilizing Waterfall and Agile methodologies to manage projects. A creative with a passion for structure & organization. Change management expert.

PROFESSIONAL EXPERIENCE

Digital Project Manager | Growwn Marketing | Freelance

- Develop detailed report decks for strategic initiatives. Analyze digital ad campaigns and present improvements
- Create creative briefs for ads, aligning with marketing strategies

Project Manager | Charity Dynamics, Remote | Jan 2023 - Jan 2024

- Successfully launched over 6 concurrent projects, including fundraising event website modernization, HTML email campaign series, enhanced user functionality, and migration of core fundraising events to a new platform. Skillfully managed overlapping timelines and resource mapping across multiple clients using a Waterfall approach.
- Masterfully directed the software development lifecycle utilizing Jira, ensuring consistent release schedules and precise task tracking. Expertly managed stakeholders to ensure goal alignment, serving as the primary point of contact. Comfortable executing SLAs to meet strategic business goals.

Project & Implementation Manager | Think it First, Remote | Oct 2020 - Jan 2023

- New Website Build: Spearheaded the development of a website featuring advanced capabilities such as high-resolution image support, comprehensive product filtering, and seamless integration with e-commerce tracking systems. New Website Series: Led the creation of a foundational website, establishing key functionalities, followed by the development of subsequent websites that incorporated new branding, design elements, and an enhanced content structure

Operations Project Manager | ROAR for Good, Philadelphia, PA | Oct 2019 - Aug 2020

- Planned the successful implementation of personal safety trackers - a SaaS product - in over 270 rooms across six Marriott Villas. Strategized enhancements to operational processes, resulting in improved overall efficiency
- Expertise in managing, deploying, and scaling cloud-based software solutions

Communications Director | Indoor Environmental Solutions, Bronx, NY | May 2006 - Oct 2019

- Promoted from Office Manager to Operations Project Manager, and then to Communications Director based on successfully modernizing departments, resulting in office staff efficiency and reduced project costs
- Supervised a team of 10+ in completing service projects while complying with industry standards

Co-founder and Digital Project Manager | The North Fork Box, East Marion, NY March 2017 - Oct 2019

- Developed comprehensive branding for a hyper-local subscription box company, encompassing logo design, website creation, print materials, and social media
- Strategized and implemented a successful email automation marketing strategy, launching targeted campaigns to drive engagement and growth

Head of Office Operations | KSQ Design, White Plains, NY | July 2015 - Sept 2016

- Provided critical support to 20+ team members by processing high-priority documents using AIA software, served as the right hand to associates, and collaborated seamlessly with out-of-state teams

Operations Project Manager | W42ST, New York, NY | August 2014 - April 2015

- Facilitated a successful startup launch by writing compelling articles and building connections with the community. Primary point of contact for insertion orders, HR inquiries, database management (Nimble), and logistics for magazine delivery.

EDUCATION

Baruch College | Bachelor of Business Administration in Entrepreneurship
Westchester Community College | Associate in International Business

CERTIFICATION

Project Management Professional (PMP)

TOOLS

Jira | Confluence | Salesforce | Workfront
Smartsheet | Airtable | Google Suite
MailChimp | Shopify | Pardot | Slack
HubSpot | Microsoft Office Suite