

Carolina Paulino, PMP

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Accomplished **Project Manager** with over 15 years of expertise in managing portfolios exceeding \$650K. Proven track record of delivering digital projects on time, collaborating with cross-functional teams of 10+ members, and driving operational efficiency. Skilled in utilizing Agile and hybrid methodologies to manage projects at any stage. Renowned for conducting implementations and strategizing efficient approaches to workflow.

CERTIFICATION

Project Management Professional (PMP)

EDUCATION

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

PROFESSIONAL EXPERIENCE

Digital Project Manager | Growwn Marketing | Freelance

- Develop comprehensive reports and polished decks to support various strategic initiatives. Analyze digital ad campaigns, identifying areas for improvement and presenting findings in brand-aligned presentations. Craft detailed creative briefs that specify requirements and conceptualize ads for paid media efforts, ensuring alignment with overarching 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 resources across multiple clients
- 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

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

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

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

- Planned and oversaw 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 including proficiency in subscription-based business models and understanding of multi-tenant architecture

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 restructuring and 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 photography.
- 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 over 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 highly successful startup launch by writing compelling articles and building strong connections with readers and the local community. Served as the primary point of contact for insertion orders, HR inquiries, database management (using Nimble), and logistics for magazine delivery.