

CAROLINA PAULINO, PMP

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Accomplished **Project Manager** with 15+ years of expertise managing portfolios exceeding \$850K. Track record of successfully delivering projects by overseeing creative, marketing, and development lifecycles. Demonstrated ability to drive timelines and monitor budgets. Adept at managing client relationships, gathering requirements, and translating objectives into actionable project plans. A creative with a passion for implementing structure.

PROFESSIONAL EXPERIENCE

Freelance Project Manager | Entree Health | Sept 2024 - Jan 2025

- Managed 10+ concurrent healthcare marketing projects, ensuring on-time delivery and strategic alignment.
- Primary project contact who led hot sheet meetings and kick-off calls to streamline workflows, clarify deliverables, and maintain momentum.
- Worked closely with account teams to allocate budgets, optimize resources, and mitigate project risks.

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

- Successfully launched concurrent projects, including fundraising event website modernization and HTML email campaign series. Skillfully managed overlapping timelines, resource mapping, forecasting, and project financials.
- Directed the software development lifecycle utilizing Jira, ensuring consistent release schedules and precise task tracking. Comfortable with project scoping and executing SLAs to meet strategic business goals.

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

- Created project schedules and communicated clear timelines to clients ahead of spearheading key milestones and dependencies to ensure a successful launch of multiple websites.
- Established foundational processes for managing creative assets, marketing materials, and project timelines.
- Collaborated with business partners to develop creative briefs and gain insight into messaging strategy and creative direction as required.

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

- Managed creative production and marketing collateral for SaaS product rollouts in hospitality industry.
- Developed project schedules and tracked deliverables, ensuring smooth implementation across multiple locations.

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 and workflows, resulting in office staff efficiency and reduced project costs.
- Supervised a team of 10+ in completing service projects while complying with industry standards.
- Optimized internal processes to improve efficiency, streamlining content creation and messaging strategies.

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

- Developed and executed a comprehensive brand identity, overseeing logo design, website development, and print materials. Created a targeted email marketing strategy, increasing engagement and customer retention.
- Oversaw digital production workflows, ensuring cohesive branding across all customer touchpoints.

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

- Played a key role in a creative startup launch, contributing to editorial content, branding, and community engagement.
- Managed marketing logistics, including content creation, print production, and digital asset management.
- Developed processes for database management, streamlining project workflows and team collaboration.

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 | Hive