

emily gordy

creative + operational strategy

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EXPERIENCE

WORKIVA

2022 - Present

Creative Operations Manager

- Drive efficiency and scalability in the creative production process, working cross-functionally to ensure brand consistency, timeliness, capacity, quality, and governance and compliance.
- Lead evaluation, audit and ownership of creative tools and platforms; served as creative team lead on company's first ever digital asset management system RFP and implementation for 140 members.
- Plan and manage rollout of operational changes; spearheaded restructure of entire Marketing team to persona-based functional pods, resulting in significant increase in production and collaboration.
- Own brand artifacts and documentation; create and lead creative onboarding, project workflows and asset repository; manage agency and vendor partners, serving as brand educator and evangelist.

CISCO

2020 - 2022

Creative Project Manager

- Led digital and visual projects from end to end, driving overall project strategy and execution. Responsible for project planning, timeline management, resource coordination and implementation.
- Oversaw creation of annual flagship thought leadership report responsible for \$14M+ in pipeline; lead data, content, and design teams in the development of report PDF and interactive landing page.
- Created strategy and content for new and redesigned pages across Duo.com and Umbrella.com; led content for redesigned industry vertical pages, resulting in decreased bounce rate on updated pages.
- Managed creative process training and onboarding of 200+ member organization; researched, pitched and implemented new project management platform leading to increased operational efficiency.

DIGITAS NORTH AMERICA

2016 - 2020

Senior Associate, Account + Project Management

- Managed high-profile projects effectively and efficiently; lead project manager on all digital work for Fortune 50 client's complete rebrand and introduction as a new, independently-traded company.
- Spearheaded integration of new capabilities, including paid media and social strategy. Responsible for planning, managing and analyzing all CRM, paid search, paid social and organic social initiatives.
- Led the development of streamlined processes allowing for increased productivity, including a 56% increase in website launches per year and dramatic reduction in CRM campaign turnaround time.

EDUCATION

UNIVERSITY OF MICHIGAN, ANN ARBOR

Stephen M. Ross School of Business

Master of Management, May 2016

- Emphasis in Marketing

School of Kinesiology

BA, Sport Management, May 2015

- University Honors

SKILLS

InDesign	● ● ● ● ●
Photoshop	● ● ● ● ●
Monday	● ● ● ● ●
Wrike	● ● ● ● ●
JIRA	● ● ● ● ●
Statamic	● ● ● ● ●
Sitecore	● ● ● ● ●
French	● ● ● ● ●