

Brittany Misra

Digital Swiss Army Knife

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Overview

Dynamic project lead bringing 13+ years of professional experience with cross-functional, collaborative, creative and technical work in fast paced environments. Seeking a new opportunity at an agency or agency-like environment that values growth mindsets and adaptability.

Education

Emory University — Anthropology; Sociology BA
Art Institute of Atlanta — Web Design and Interactive Media AA

Certification

Emory University — National Board Certified Coaching Program Certificate

Skills

Digital Strategy | Creative and Technical Project Management and Delivery | Omnichannel Campaign Management | Creative Operations | Process Optimization | Market Research | Budget and Resource Management | Internal and External Communications | Vendor Management | User Experience Design | Creative Vision | Development Coaching

Experience

Sr. Manager - Marketing Programs – CBORD Inc. - ATL — 1.2023 - 10.23

Program delivery lead for all in-house campaigns, projects, strategy, and production operations for a team of 18 with an annual program budget of \$600k

Successfully plan and execute the creation, documentation, and rollout of brand new operating procedures, priorities, and communication strategies to support transition to lead generation marketing and automation campaigns between senior leader stakeholders, creative, MarTech, sales, and vendor partners

Manage, produce, and present campaign monthly and quarterly performance outcomes and optimization recommendations to internal teams and stakeholders

Sr. Digital Account Manager - The Brand Studio — Cox Communications - ATL – 2.2020 - 1.2023

Strategic digital account lead and product owner for digital initiatives - display and social ads, and retail Wordpress microsites - a \$1.5MM production scope and combined \$28MM annual media budget

Adapt audience demographic and psychographic profile data to establish effective marketing campaign strategies that connect and resonate with various customer segments. Kick-off and lead teams of designers, developers, and copywriters through campaign launch, and work with media teams on performance results and reporting.

Digital Project Manager – Definition 6 - NYC - ATL — 1.2018 - 1.2020

Manage strategy and planning, discovery, design, development, and deployment for simultaneous agile website projects for Drupal and Wordpress sites up to \$400k ea. for customers ranging from home builders, cybersecurity companies, and landscape architects

Primary client contact and owner of strategy briefs, estimates, requirements and assumptions, and scope documents for projects with department leads. Responsible for managing scope, timeline, budget, change request management, and client feedback.

Clients: Hallmark, Ashton Woods Homes, Starlight Homes, Belgard and Optiv

Technical Project Manager – Flashtalking Inc. - NYC — 6.2016 - 1.2018

Client facing production and delivery manager on a portfolio of key programmatic accounts responsible for gathering and defining technical requirements and assets, and partnership with technical producers for estimates and timelines for build

Clients: Spotify, Lowes, Fedex, NFL, MailChimp, Starwood Hotels, IKEA, Bank of America, and AT&T.

Paid Media Analyst – Cox Media Group - ATL— 8.2015 - 4.2016

Build, maintain, and optimize performance for a portfolio of 50-75 accounts composed of PPC, GDN, and SEM campaigns and landing pages

Digital Account Manager – Definition 6 - ATL— 3.2013 - 8.2015

Primary client contact responsible for client relationship building, strategy and project delivery, scope, budget, and resource management for Drupal and Umbraco website builds and retainer accounts

Clients: Turner, Cox Conserve Heroes, Cox Enterprises, Pull-A-Part, Mitsubishi, and La Quinta Inn

Paid Media Manager – YP Holdings, formerly AT&T Interactive - ATL— 9.2012 - 3.2013

Manage and optimize SEM campaigns, weekly KPI and budget reporting and ensure management visibility into productivity, quality, and performance measurements

Digital Marketing Consultant – Goldstein, Garber, and Salama - ATL — 10.2010 - 9.2012

One woman in-house agency responsible for all marketing, brand, and design strategy for channels including web, print, email, social, and events, pulled off on an annual budget comprised of my 50k salary

Design, build, and develop content for goldsteingarber.com, advertisements and advertorials, blog posts, email marketing, and social media. Create analytics dashboards and reporting summaries for Google Analytics, Facebook Insights, Constant Contact, and customer surveys

Strengths + Values

Creativity | Reliability | Emotional Intelligence | Problem Solving | Decision Making | Adaptability | Attention to Detail | Communication | Time Management | Organization | Grace Under Pressure | Critical Thinking | Growth Mindset | Independence | Enthusiasm | Accountability | Receptiveness to Feedback | Curiosity | Open-Mindedness

Tools

WordPress - Drupal - HubSpot Marketing Hub - Google Analytics - Flashtalking - InVision - Canva - JIRA - Workfront - Smartsheet - Trello - Teams - Slack - Microsoft Office Suite - Adobe Creative Suite - Squarespace - Google Ads - DoubleClick Studio

