

Secret Bridgewater

Marketing Project Manager | Community Strategist | PMP Certified | Bilingual (EN/ES)
hello@thesocialsecret.co | 469-888-6279 | linkedin.com/in/thesocialsecret | www.thesocialsecret.co

PROFESSIONAL SUMMARY

Marketing Project Manager with 10 years of contract experience managing campaigns, building communities, and delivering measurable results across beauty, automotive, nonprofit, and media industries. PMP certified with a natural ability to work at the intersection of strategy and execution — I build the plan, coordinate the teams, manage the timeline, and report the outcomes. I bring creative instincts and operational discipline to every engagement.

EXPERIENCE

Crevay | Radical Projects Collective | *Community and Marketing Project Manager* June 2025 - Present

- Onboarded 39 members into the RPC community portal, with membership continuing to grow through ongoing engagement strategy and direct client consultation
- Created and managed 62 LinkedIn posts driving consistent community visibility and member engagement
- Supported and executed 24 events including virtual webinars — managing Zoom logistics, registration, host coordination, live execution, and post-event reporting
- Maintain SOPs, documentation, and communication workflows keeping all deliverables on schedule and stakeholders aligned

Lone Star Yamaha | *Marketing Manager*

2022 - 2024

- Grew social media following to 100K and increased engagement 37% by building an authentic community around local riders
- Drove a 29% increase in service department foot traffic through targeted campaigns, earned media, and in-store experiences
- Designed and launched a branded gift card program from concept through in-store implementation and full operational workflow

Rose Neal Collective | *Brand and Experiential Marketing Strategist*

2019 - 2025

- Coordinated 20+ in-store brand activations inside Ulta and Sephora over 6 years, reaching 500+ customers and beauty advisors
- Managed logistics, vendor relationships, team scheduling, and post-event documentation for every activation
- Created social content generating 10K+ views across platforms, driving product awareness and consumer education

Soul 2 Soul Charity | *Volunteer Program Manager*

2023 - Present

- Co-organize an annual community event serving 200-300 attendees, managing vendors, volunteers, transportation, and on-site execution
- Raised \$30K+ in monetary donations over 3 years through community outreach and fundraising coordination

Additional Contract Clients: Personal brand, salon, author, photography studio, mobile events brand, car wash — social media strategy, email marketing, project coordination, and community engagement

CORE SKILLS

Marketing Project Management | Community Building | Email Marketing | Social Media Strategy | Webinar and Event Coordination | Cross-Functional Leadership | Vendor Management | SOP Development | Campaign Reporting | Stakeholder Communication

TOOLS AND PLATFORMS

Monday.com | Asana | ClickUp | HubSpot | Zoom Webinar | Google Workspace | Microsoft Office | LinkedIn | Instagram | Facebook | Email Marketing Platforms

CERTIFICATIONS AND EDUCATION

PMP | **PSM I** | **ITIL 4 Foundation** | **COBIT 2019** | Earned July 2025

Bachelor of Arts in Communications | University of Texas at Arlington