



# Project Manager – Marketing Agency

**SALARY RANGE (2017):** \$84,500–\$102,600

My job is to manage client projects end to end. Our clients are big and so is the risk. Some days this may be managing the development of a \$100,000 website or coordinating the launch of a \$10-million international digital campaign. My job is about being super-organized and ensuring all the people and moving project parts are connected and working together. If I do it well, our client is happy and we are profitable. If I do it poorly, our client is unhappy, we all lose money... and our agency may lose the account.

**The Tip:** Pick external certifications that align with your mission and build a plan to achieve these one by one. They not only signal expertise, they signal intentionality and focus.

## PRIORITY KNOWLEDGE AND SKILLS:

### Research & Insight

- Demonstrate empathy & curiosity
- Leverage contextual knowledge
- Presentation & report-writing skills
- Use analytics tools

### Product management

- Measure return on investment (ROI)
- Manage a budget
- Manage projects

### Sales & Channel Management

- Manage a sales process
- Conduct sales presentations

### Communications & Branding

- Develop & execute a media plan
- Sponsorship & community investment
- Leverage earned media
- Leverage event & experiential marketing
- Leverage influencer marketing
- Develop a promotional strategy
- Knowledge of media psychology
- Apply marketing within a CSR framework

### Content Curation & Design

- Conduct content research & curation
- Develop content schedule & plan

## BUILDING BLOCK EXPERIENCES:

### Education & Learning:

- Bachelor of Arts (political science) with a minor in operations management
- Professional Project Management (PMP) certification via the [Project Management Institute](#)
- Follow the Project Management topic and articles in the [Harvard Business Review](#)
- Understand the science of human decision making and motivation by reading books like Kahneman’s “[Thinking Fast and Slow](#)” and Ariely’s “[Predictably Irrational](#)”

My major in political science introduced me to the importance of policy and process. I took an elective in project management that soon became a minor in operations management. At graduation, I committed to completing my PMP certification in five years.

### Employment Experiences:

- Server in university
- Residence leader in university
- Marketing coordinator for a marketing agency
- Event coordinator for a retailer

I learned how to be flexible and thrive within ambiguity. I learned how to rely on others, and to be relied upon. I got comfortable in a fast-paced environment with high potential for the unexpected. My experience allows me to control

<ul style="list-style-type: none"> <li>• Product manager in telecommunications</li> <li>• Project manager in a marketing agency</li> </ul>	<p>my emotions, so stressful situation don't escalate. I always practice the best ways to check in with people and how to defuse tension.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Local charity event coordinator</li> </ul>	<p>I manage a team of volunteers. From this, I learned how to get tasks done with disparate individuals who aren't acting under traditional rewards or penalties.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• Was a varsity athlete in university in a team sport and was voted captain in my final year</li> </ul>	<p>I developed a strong work ethic and a reputation for getting things done no matter what. The discipline required in a high-performance team sport taught me the importance of coordination and leadership.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• Sought to foster good working relationships with all the people I became dependent upon for deliverables. They need to know me well enough to understand my intentions.</li> </ul>	<p>I understand motivation and how or why people do what they do. I need to know how to read people and know who's having a bad day and how to deal with that so I always get the best out of them.</p>