



# ALEXIS KELLY

## STAY-AT-HOME MOM

### EDUCATION

University of Georgia, Athens, GA | June 2017

Bachelor of Science (B.S.) in Marketing

### EXPERIENCE

April 2018 – present

Stay-at-Home Mom, Self-Employed, Durango, CO

- Provide early education support to three children from ages 5 through 10 years old
- Manage a monthly household budget of \$4,000 for a five-person family
- Volunteered with school PTA, coordinating with teachers and communicating on behalf of parents to find solutions to issues and organize fundraisers

January 2014 – April 2018

Project Manager, Denver Health, Denver, CO

- Developed comprehensive plans for 10 major projects to execute and guide operations
- Directed the deployment of a \$500,000 electronic health record (EHR) system upgrade
- Led an interdisciplinary team of 12 medical providers to improve data processing times by 30% with the implementation of the new EHR system

April 2011 - December 2013

Marketing Associate, PharmaCare Innovations, San Diego, CA

- Collaborated with sales and product management team to align on marketing strategies
- Managed an annual marketing budget of \$300,000, allocating funds to optimize audience reach and engagement
- Conducted a successful email marketing campaign for a new probiotic supplement, resulting in a 35% open rate and 15% click-through rate

### CERTIFICATIONS

- Certified Associate in Project Management, Project Management Institute, 2016
- HubSpot Content Marketing Certification, HubSpot, 2010

### CONTACT

(123) 456-7890

email@example.com

City, State Abbreviation zip code

LinkedIn | Portfolio

### PROFILE

Versatile project manager with a solid background in digital marketing. Leader who prioritizes collaboration with the local community. Known for managing substantial budgets and diverse teams to meet goals within the health care industry.

### SKILLS

- Collaboration
- Budgeting
- Digital marketing
- Project management
- Team leadership
- Training and development