

# ANNA GRIMARD

## PROJECT MANAGER

### Profile

I'm a self-motivated, hardworking individual with 10+ years of experience in the communications realm with a well-rounded view of the marketing and advertising process. I pride myself upon the quality of my work, my excellent client relation skills, and my ability to take constructive criticism. My outstanding interpersonal skills make me a good team player as well as an effective leader.

## EXPERIENCE

### PROJECT MANAGER

SGK

October 2023 - May 2024

- Served as the main day-to-day client contact on multiple accounts for food and beverage clients assisting with projects and across internal teams.
- Developed and maintained project plans, including documentation of project scope, objectives, deliverables, key milestones, timelines, schedules, internal and external resources, project dashboards, etc.
- Executed campaigns for clients throughout the year, spanning across more than 3,000 stores nationwide, including Canada and Puerto Rico.
- Assisted with the implementation of workflow management using reporting tools focusing on quality, profitability, efficiency, and productivity.
- Managed day-to-day progress of projects including risk assessment and problem resolution, if needed.
- Worked closely with production to ensure timely and correct orders were printed, shipped and stocked.
- Collaborated with cross-functional teams to develop and/or adapt processes, policies, and workflows to improve efficiency, accuracy, speed, quality, etc.

 904-240-7269

 annagrimard@gmail.com

 annagrimard.com

## EDUCATION

### MASTERS OF SCIENCE IN MARKETING

UCD Michael Smurfit Graduate  
Business School

2015 - 2016

### BACHELORS OF ART IN ADVERTISING

Savannah College of Art and Design

2010 - 2013

## SKILLS

- Advanced knowledge of Microsoft and Adobe Suite
- Client relations expert
- Experienced creative marketing content creator
- Extensive knowledge of the food and beverage industry, packaging design and merchandising

## **CREATIVE ACCOUNT MANAGER**

Equator Design

**November 2018 - January 2020 (Dublin, Ireland) January 2023 - September 2023 (Cincinnati, Ohio)**

- Managed client relations for multi-billion dollar clients; from the beginning of the packaging process and initial concepts to merchandise placement in store across a wide range of products.
- Helped to uphold the brand standards and ensured that the packaging design and in-store marketing correctly displayed the product.
- Lead the production team to ensure that the standard of print and finish on the array of products was up to current market standards.
- Displayed impeccable organization skills, problem-solving abilities, and packaging & marketing knowledge to implement top-of-the-line design concepts for the client.
- Worked with the accounting team to put together monthly targets in advance and ensures that projects are finished on time in order to hit these goals.
- Created fresh design briefs based on conceptual meetings with the client, then briefs to the in-house design team to bring the product to life. Sometimes creating additional mock-ups and presentations for the client to better visualize the end product.

## **MARKETING MANAGER**

The GoHop Group

**November 2016 - October 2018**

- Oversaw the everyday activities of the marketing for seven travel brands and designed unique, branded marketing strategies for each.
- Ensured that the brand activities of all the GoHop Group brands follow the brand guidelines all the way from advertising to product purchase by working side by side with the relevant brand managers.
- Worked with the sales team to effectively curate leads while also analyzing the marketing statistics and adjusting the promotion activities accordingly.
- Created and designed all advertising content, including storefront windows, print ads, radio spots, social media content, and re-marketing campaigns.
- Promoted to Marketing Manager in less than 6 months.

Additonal work expereince previous to 2016 is avaiable upon request