

JULLINA WILKINS

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Highly accomplished Creative Project Manager, recognized for executing and delivering large scale initiatives. Proven ability to implement standards, procedures and processes that optimize business performance. Exceptional track record of motivating teams to achieve maximum productivity while maintaining cohesive team environments. Well versed in communicating with all levels through an organization to meet and exceed leadership objectives.

AREAS OF EXPERTISE

- Project Management
- Comp TIA Project+ Certification
- Software Facilitation & Training
- CMS & SaaS Migration Project Management
- Project Team Leadership
- Cross-Functional, Multi-Year Projects
- Quantitative Data Analysis
- Resource Allocation & Tracking
- Creative & Technical Writing
- Continuous Improvement
- Content Design / Management
- Relationship Management
- Presentation & Report Format
- Organizational Management
- Creative/ Art Direction
- Communication & Social Design

SOFTWARE SKILLS

Adobe: Premiere Pro, Photoshop, Lightroom, Illustrator, InDesign
Microsoft: PowerPoint, Access, Excel, Word, Outlook, Publisher, SharePoint, Project, PeopleSoft
Other: Jira, Salesforce, Fieldpoint, Google - Docs, Sheets, Slides, Drive, YouTube, Gmail

PROFESSIONAL EXPERIENCE

CREATIVE REALITIES, INC.

NOVEMBER 2019 – FEBRUARY 2022

Creative Project Manager

- Manage creative and implementation digital solution project deployments, interfacing directly with clients and internal teams.
- Responsible for establishing, writing, vetting, and configuring JIRA workflows, in collaboration with Creative Director.
- Streamline and enforce process for converting from multiple obsolete CMSs into new proprietary software.
- Own and execute projects that define and maintain content policy guidelines and criteria.
- Ensure SLA's and quality meet/ exceed expectations and continually improve processes associated with content.
- Manage change and negotiate deadlines and deliverables with stakeholders, providing regular status updates to upper management.
- Design operational guidelines and collaborate with stakeholders to address policy and guideline updates.
- Develop project documentation to identify and provide recommendations for process improvement.
- Coordinate and conduct internal and cross-functional meetings, developing agendas, and action items.
- Manage overall project timelines and milestones, maintaining adherence to budget, schedule, and project quality.
- Track Project Planning, Design and Execution phases in addition to creating a predictable project experience for both employees and clients.
- Coordinate internal resources, key vendors, and partners to ensure the solution system is properly and effectively deployed.
- Identify, assess, and communicate with all stakeholders mitigating risk issues throughout the project life cycle.
- Conduct project status meetings with internal departments throughout project lifecycle, in addition to conducting weekly client follow up to ensure client and internal milestones are met and appropriate approvals are obtained and documented.
- Coach, mentor, and lead team members to ensure added value and career growth.
- Selected achievements include:
 - Project Manager for \$436,587.37 worth of creative/ content projects in first 18 months.
 - Project Manager for the conversion of over 700 devices across nearly 100 clients from one proprietary software system to another.
 - Project Manager for biannual seasonal launches for our largest long-term client.
 - Built interactive digital menu data templates for more efficient data collection, utilized across the USA by 11 Cedar Fair Parks, during peak opening season.
 - Fieldpoint software trainer and escalation point for the content team.

CHURCH'S CHICKEN

MAY 2017 – OCTOBER 2019

Internal Communications Manager

- Project Manager for the development and implementation of a global intranet application (Akumina), sitting on SharePoint in the O365 environment, with responsibilities including:
 - Designing and detailing specifications to customize the application, respecting recent brand guidelines.
 - Sourcing vendors, communicating requirements, analyzing vendor bids, and negotiating the final contract.
 - Liaising with vendor, company, and Executive team, to communicate requirements, and prioritize project components based on user experience, aesthetic, and business needs.
 - Managing the vendor relationship and conducting weekly status update communications.
 - Collaborating with application Project Manager to ensure timely delivery.
 - Managing project deliverables, avoiding scope creep.
 - Developing the content author program to train current and future authors on proper usage of the custom application.
 - Producing content, performing simple coding / configurations, and updating the site with development team.
 - Designing all site graphics and approving final layout of all pages prior to deployment.
- Served as the voice of the Chief Executive Officer, five Executive Vice Presidents and Leadership Team members in internal communications, executive scripts, video direction, and presentation design.
- Communicated companywide messages regarding a variety of topics and issues such as changes in bonus structure, updates to HR policies, the sale of 77 remaining company restaurants in Atlanta to a new franchise, departure / hire of Executive Team members, calls to action for charitable giving, and disaster impacts on business and employees.
- Increased newsletter readership by 30% with responsive design, integrating "Team Church's" latest news and features with existing newsletter distributed weekly to franchisees.
- Increased employee engagement and understanding of company's strategic direction by 20% in nine months by tailoring corporate communications, such as Executive Leadership memos, and employee communications, as well as assisting Executives with speech writing and scripts to deliver strategic plans/updates to workforce.
- Transformed communications between executive team and the global system by formalizing Executive Communications and organizational announcements, streamlining the look and feel of each email, incorporating visual engagement, such as photos, design elements, etc., and video messaging.
- Drove cultural progression by personally filming, editing, and publishing Executive messaging, including "from the desk of Joe," a monthly interactive web page, where the CEO poses a question to the entire Church's community, and encourages open dialogue with employees and franchisees.

UPS SUPPLY CHAIN SOLUTIONS

NOVEMBER 2014 – MAY 2017

Internal Communications Specialist

December 2015 – May 2017

- Communicated Corporate and District news, and developed communications materials such as memorandums, pre-work communication messages (PCMs), posters, letters, and speeches, among others.
- Disseminated and reinforced corporate initiatives and issues.
- Provided content administration, brand governance, communications systems trouble shooting, and ongoing ad hoc communications support.
- Wrote and edited Executive communications, filmed Executive team members, and edited video messaging and personality pieces, published to the employee intranet.
- Created journalistic stories, interviewing subjects and those surrounding them, to publish people news or organizational announcements.
- Conducted photo shoots, videography, and graphic design, to supplement intranet content.
- Performed copywriting, design, and execution of UPS HR Innovation Award-winning employee recognition series, "Be Like..."
- Decreased distribution database update time by 96% by building data queries and macros, fully automating, and reducing the process from days to less than 2 minutes.

Human Resources Specialist (Systems)

November 2014 – November 2015

- Generated Microsoft Access queries, ran reports, and interpreted data, regarding monthly turnover metrics, and trend analyses, and diversity disparate impact analyses.
- Conducted gap analyses and “bring to minimum” reports enabling HR Compensation Manager to provide strategic and targeted interventions.
- Guaranteed accuracy and quality of information/analytics produced by the HRIS, audited HR data, and made strategic recommendations for corrections and enhancements, ensuring adherence to HR Compliance.
- Guaranteed accuracy and quality of information/analytics produced by the HRIS, by performing v-lookups, and random spot checks, to ensure macros and queries ran correctly.
- Participated in special projects, such as generating data and calculation sheets during bonus and merit season.

NAVIGATOR STAFFING SERVICES

MARCH 2013 – NOVEMBER 2014

Digital Media Design Coordinator / Support

- Consulted on site at various clients including Children’s Healthcare of Atlanta, Auto Trader, and Crocker Partners LLC, performing Quality Control for graphic design, proofing copy and digital media ads for compliance, etc.
- Served as internal communications and marketing lead on department’s quality control workshop, designed for graphic artists to reduce errors, and turnaround time, and increase customer satisfaction.

FAMILY JOURNEYS INTERNATIONAL

NOVEMBER 2012 – MARCH 2013

Marketing Administrative Assistant

- Provided social media and digital marketing, Email marketing campaign copywriting, graphic/layout design, and customer relationship management.

KBR, INC.

MAY 2010 – OCTOBER 2011

Project Administrative Specialist

- Managed Forward Access Refueling Point (FARP) Project Personnel files on OCONUS project Operation Iraqi Freedom.
- Scheduled personnel compliance and safety training, always maintaining 80% on-call crew readiness by staggering training timelines.
- Composed and distributed operational meeting minutes to OCONUS Project OIF Base Operations Office.
- Record-keeping for 22 expatriate contract employees.
- Generated more efficient filing system, reducing in-processing and out-processing time by 50%.

ADDITIONAL EXPERIENCE

J&J WILKINS, LLC.

MARCH 2010 – PRESENT

Co-Founder / Creative Project Manager

- Manage project scope creep, timelines, asset collection, and brand guideline development and consistency.
- Ensure on-time delivery within budget, comparing resource budget to actuals.
- New product development, production management, project communications campaign planning and execution.
- Managed web and brand design, revisions, and delivery to client. Client training provided, as needed.
- Current clients: Metro Moving Company (www.MetroMoveMe.com)
- Increased social media engagements by over 20% with communications and social campaigns

EDUCATION

Western Governors University
Bachelor of Science, Business Management

CompTIA
Project+ Certification