M.G. EISENHART

MARKETING & CREATIVE PROJECT MANAGER

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PROFESSIONAL SUMMARY

Marketing & Creative Project Manager experienced coordinating creative operations and cross-functional marketing initiatives from intake through final delivery for healthcare, higher education, and Fortune 500 organizations. Skilled at managing high-volume project portfolios, maintaining efficient intake and workflow systems, and contributing to measurable gains in production output and cost savings. Comfortable translating between creative and business stakeholders, with hands-on experience in timeline and resource planning, budgeting/estimating, and vendor coordination. Known for building trusted relationships, clear communication, and consistently on-time, on-budget delivery under competing priorities.

CORE COMPETENCIES

- Marketing & Creative Project Management
- Project Intake & Workflow Management
- Budgeting & Cost Estimating
- Cross-Functional Stakeholder Management
- Healthcare & Higher Education Marketing
- Creative Operations & In-House Agency Coordination
- Timeline & Resource Planning
- Vendor & Contract Coordination
- Print, Digital, Video & Photo Production
- Adobe Workfront, Wrike, Workamajig, Function Fox

PROFESSIONAL EXPERIENCE

Children's Hospital of Philadelphia (CHOP) — Philadelphia, PA (Remote) *March 2024 – Present*

Marketing Project Manager (Contract)

- Manage project execution for digital, advertising, and brand initiatives across multiple clinical service lines, from intake and kickoff through launch.
- Manage timeline development, resource planning, and workflow management in Adobe Workfront across a high-volume portfolio of concurrent projects in a fast-paced healthcare environment.
- Set up and manage workflows for landing page builds, journey mapping, and email production, including work involving Salesforce Marketing Cloud, coordinating from request through build, review, and launch.
- Run project kickoffs, status meetings, and ongoing stakeholder communications, proactively identifying risks and resolving roadblocks to keep initiatives on track.
- Partner cross-functionally with Creative, Production, Account Management, and Public Relations to ensure alignment on enterprise marketing initiatives.

Temple Health (Temple University Health System) — Remote *Nov 2022 – March 2024*

Marketing Project Manager (Contract)

- Managed partnerships with local broadcast television and radio media; served as primary point of contact for patient- and physician-driven content.
- Liaised between marketing managers, physicians, patients, and media partners to produce weekly patient-experience segments; led weekly status meetings to align on content deadlines and production timelines.
- Managed delivery of bimonthly features with Philadelphia Magazine highlighting Temple Health expertise and innovation.
- Managed advertising workflow in Wrike alongside the Operations Manager.

Temple University, Fox School of Business — Philadelphia, PA (Remote) *Nov 2019 – July 2022*

Creative Services Production / Project Manager

- Served as primary point of contact for all creative requests supporting Marketing and Communications initiatives, with a focus on digital/social advertising and higher-ed collateral.

- Built and maintained project plans, milestones, timelines, and team schedules using Workfront, coordinating cross-functionally with marketing, creative, production, and client services.
- Led daily project status meetings with the Marketing Department and Director of Creative Services to align on advertising strategy and creative output.

Campbell Soup Company — Camden, NJ *March 2013 – July 2019*

Operations Manager / Creative Project Manager — Aug 2017 – July 2019

- Managed creative production workflow for Campbell Creative Studios, supporting execution of roughly 2,000 projects annually, including budget tracking and interdepartmental chargebacks.
- Partnered with brand managers on project scope, budget, and deliverables to ensure creative work met expectations on time and on budget.
- Built scheduling and workload-balancing systems supporting a 15-person creative team's project capacity, keeping resourcing effective across concurrent priorities.
- Helped drive a 92% year-over-year increase in production volume across roughly 2,000 annual projects in a fast-paced, deadline-driven environment.
- Served as a key contributor to a company-wide cost-savings initiative, saving $5.5MM annually.

Project Manager / Producer (Contract) — March 2013 – Aug 2017

- Managed video and photo shoots from pre-production (bidding and negotiation) through post-production for internal, external, and brand marketing communications.
- Partnered with clients to define project scope, budget, and audience, ensuring accurate quotes and realistic timelines.
- Coordinated crew and locations for photo/video shoots; led on-set communication between crew, client, and agency, and secured releases and waivers.
- Implemented new project management software for the department, establishing workflow and cost-to-budget tracking for interdepartmental chargebacks.

Reinhard Model & Talent Agency — Philadelphia, PA *Nov 2005 – March 2013*

Talent Agent

- Coordinated talent selection and bookings for regional and national on-camera productions, including feature films, TV programs, and commercials, managing relationships with casting directors and production companies.

EDUCATION

Bachelor of Arts (BA), Anthropology — New York University, New York, NY

TECHNICAL PROFICIENCIES

Adobe Workfront | Wrike | Workamajig | Function Fox | Salesforce Marketing Cloud | Microsoft Office 365 | Google Workspace | SharePoint | ServiceNow | Ariba | Zoom | Slack | Casting Networks | ModelWire