

# CARI FAVOLE, PMP®

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PROJECT MANAGEMENT PORTFOLIO

# CREATIVE DIGITAL PROJECT MANAGER

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With over 13 years of experience, I specialize in managing impactful projects and driving creative, operational, and technical initiatives at the intersection of strategy, technology, and innovation. My expertise spans digital marketing, content production, and cross-functional team leadership, consistently delivering measurable results that align with organizational goals.

I'm passionate about transforming strategic objectives into actionable plans, optimizing workflows, and fostering seamless stakeholder communication. Whether leading user-centric solutions, streamlining systems, or scaling content production, I bring precision, adaptability, and a commitment to excellence to every project.



# MARKETING IS ALL ABOUT THE STORY

It's not just about selling a product but creating a connection, evoking emotions, and leaving a lasting impression. **My superpower** is turning complex ideas into compelling narratives that resonate. Whether it's crafting a campaign, managing a project, or bringing a brand to life, I ensure the story is clear, engaging, and impactful.

# KEY HIGHLIGHTS:



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## CLIENT RELATIONSHIP MANAGEMENT

Strengthened client relationships, achieving a 20% satisfaction increase by implementing tailored solutions and proactive communication strategies, and successfully managed the 3rd largest client for a global consent management leader, overseeing software implementations and company-wide workflow optimizations.



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## CROSS-FUNCTIONAL LEADERSHIP

Directed a web series with 100M+ views (1M per episode within 30 days), scaling production from a solo operation to a 3-person crew over 16 months. Leveraged Slack and Trello to ensure high-quality content delivery ahead of schedule.



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## STRATEGIC EXECUTION

Spearheaded implementation of project management tools to streamline campaign management, reduce delivery times by 30%, and improve project completion rates by 15%.



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## TECHNICAL PROFICIENCY

**Skilled in project management tools** (Asana, Jira, Trello, Scrum), **CRM platforms** (Salesforce, HubSpot, Microsoft Dynamics), **analytics tools** (Google Analytics), and **content creation software** (Adobe Suite, Final Cut Pro, ProTools). Proficient in **collaboration platforms** (Slack, Microsoft Teams, Zoom), SaaS implementation, APIs (REST, SOAP), HTML/CSS, IT support, and **donor/event management systems** (Raiser's Edge NXT, OneCause, Maestro).

# PMP® CERTIFICATION

The Project Management Professional (PMP) certification, offered by the Project Management Institute (PMI), is the gold standard for project managers worldwide. It validates a professional's expertise in leading and directing projects using the principles outlined in the PMBOK® Guide (Project Management Body of Knowledge)—a globally recognized framework for project management best practices.

Earning the PMP requires candidates to demonstrate substantial project leadership experience, meet specific education requirements, and pass a rigorous exam that tests their ability to manage projects across various industries and methodologies.

- Recipient: Caroline "Cari" Favole
- Credential #: 3646311
- Earned: 13th September, 2023
- Renewal Deadline: 12th September, 2026



# CONSULTING SERVICES

## PROJECT MANAGEMENT | CREATIVE WRITING | MARKETING | COMMUNICATIONS

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Narratives are at the heart of every business—whether through targeted marketing campaigns, seamless product implementations, or exceptional service delivery—all designed to solve problems and inspire action. Marketing, at its core, is storytelling: crafting messages that resonate, engage, and drive results.

With over 15 years of hands-on experience in content production, I've honed my storytelling abilities through writing, directing, and audio/video editing—guiding narratives from concept to completion. Coupled with my role as a Marketing Strategist, I translate business objectives into impactful campaigns that align with organizational goals, optimize workflows, and deliver measurable outcomes.

Recognizing that Project Management hinges on clear, effective communication, I bring a unique blend of skills to amplify this critical aspect. As a PMP-certified professional, I have tangible experience leading cross-functional teams, fostering collaboration, and achieving results. My strengths in client relationship management, rapid learning, and multitasking allow me to adapt seamlessly to dynamic challenges, ensuring every project or campaign tells a cohesive, compelling story that drives success.

# ADDITIONAL SERVICES

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In some cases, an additional perspective can be invaluable, while in others, delegating tasks entirely may be the most effective approach. Whatever your needs, I am here to provide the support you require.

## PRODUCTION ASSISTANT

I can provide general support and assistance to your production team, including: administrative duties, coordinating logistics, and aiding in the smooth execution of production activities.

## AUDIO/SOUND EDITOR

I am able to manipulate and enhance audio elements in various media productions, to include: cutting, mixing, and arranging sound components. I specialize in podcasts and audiobooks.

## VIDEO EDITOR

I can edit and assemble video footage, combining visual elements, such as transitions and effects, and audio elements to create a cohesive and compelling visual storytelling.

# SPECIALIZED EXPERTISE

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Explore the links below to learn more about the skills and expertise I can bring to support your needs.

[VOICEOVER](#)

[PRESENTER](#)

[AUTHOR](#)

[ENTERTAINER](#)

# PROJECT PORTFOLIO

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WITH CASE STUDIES



## ROCKET FOUNDATION SUMMIT 2024

Nonprofit fighting gun violence  
Project Manager, Matrix MKTG

The Rocket Foundation's 2024 Summit was a high-profile event focused on combating gun violence, requiring meticulous project management to ensure its success. The event included managing the overall timeline and run of show, guaranteeing seamless execution from start to finish. Coordination with audio and visual vendors ensured a high-quality production that was livestreamed on the White House Channel and featured on all major digital platforms, reaching over 65 media outlets. Additionally, venue décor and set-up were thoughtfully designed and executed to create an engaging and professional atmosphere.

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Guest registration processes were carefully facilitated to ensure a smooth experience for over 300 attendees. Logistics for vendor load-in and load-out, equipment, and décor were expertly managed to maintain on-schedule operations. This comprehensive approach ensured the event's success, leaving a lasting impact for the Rocket Foundation's mission.

### KEY HIGHLIGHTS:

- ▶ **Event Attendance:** Hosted an event with over 300 attendees.
- ▶ **Keynote Speaker:** Featured Vice President Kamala Harris as the keynote speaker.
- ▶ **Media Coverage:** Achieved media coverage across 65+ major digital platforms.
- ▶ **Livestream Success:** Successfully livestreamed the event on the White House Channel.

[CLICK HERE TO WATCH EVENT RECAP VIDEO](#)



## 2024 BACKWOODS "LA ROMANA CAFE"

Experiential Activation at Rolling Loud, Los Angeles 2024

Project Manager, Matrix MKTG

The Backwoods "La Romana Cafe" was an experiential activation located in the artist compound at Rolling Loud, Los Angeles 2024. This high-profile initiative required detailed project management to ensure its success. The activation space was meticulously designed and executed to create an immersive experience that attracted over 1,500 visitors.

Collaboration with the creative team resulted in a striking oversized mural, which served as a key photo opportunity and significantly enhanced brand visibility. The activation reached a digital network of 18.8 million, with 3.2 million in engagement across platforms. Logistics for custom merchandise were expertly managed, including coordination with a tobacconist to host educational sessions, which contributed to \$27,000 in merchandise sales.

### KEY HIGHLIGHTS:

- ▶ **Visitor Engagement:** Attracted over 1,500 visitors to the immersive activation space.
- ▶ **Brand Visibility:** Boosted brand visibility with a custom-designed mural, achieving 18.8M digital impressions and 3.2M in engagement.
- ▶ **Merchandise Sales:** Generated \$27K in merchandise sales through effective logistics and educational tobacconist sessions.
- ▶ **Award Recognition:** Earned the [MUSE 2024 Platinum Award](#) for Experiential & Immersive.

[CLICK HERE TO VIEW EVENT RECAP INSTAGRAM POST](#)



## STRATEGIC MARKETING CAMPAIGNS AND EVENT MANAGEMENT

Multiple Campaigns & Events

Marketing Communications Specialist, Accreditation Commission for Education in Nursing

Led the development and execution of strategic marketing and procurement initiatives to optimize resources, enhance engagement, and deliver measurable results. These efforts supported high-impact events such as the 2021 Fall Self-Study Forum, the Program Administrators Workshop, and Exhibitor's Tables at multiple conferences.

Through integrated marketing campaigns across print, web, social media, and email platforms, I collaborated with cross-functional teams to align messaging and strategy, achieving a 17.5% engagement increase. This directly boosted attendance and strengthened client relationships, ensuring the success of outreach activities.

Additional efforts included developing program materials for forums, workshops, and exhibits, as well as designing audio, video, and multimedia components to enhance attendee experiences. I also created a WordPress-driven social media plan that increased website traffic by 15% within four months, generating leads and improving visibility for organizational initiatives.

Procurement processes were streamlined by identifying alternative printing vendors, reducing costs by 15%, and optimizing delivery timelines while maintaining quality standards. These improvements ensured seamless logistics coordination for events, including material preparation and delivery to out-of-state activities.

### KEY HIGHLIGHTS:

- **Engagement Growth:** Increased engagement by 17.5% through integrated marketing campaigns across diverse platforms.
- **Website Traffic Boost:** Boosted website traffic by 15% in four months using a WordPress-driven social media strategy.
- **Cost Optimization:** Reduced procurement costs by 15% by optimizing vendor selection and delivery processes.
- **Program Material Development:** Developed comprehensive program materials, including graphics, audio/video, and multimedia components, to enhance event experiences.
- **Event Management:** Successfully managed and supported events like the 2021 Fall Self-Study Forum and the Program Administrators Workshop, ensuring seamless execution and measurable results.



[CLICK TO VIEW ACCREDITATION  
PROCESS OVERVIEW](#)

## SOIREE: VIRTUAL CHARITY LIVESTREAM

Virtual Charity Livestream

Engagement Marketing Manager, Catholic Charities Atlanta

The Virtual Soirée was a fully virtual fundraising event designed to replace an in-person gala, offering a dynamic online experience during the COVID-19 pandemic. This initiative required strategic planning and meticulous execution to adapt the event format while maintaining engagement and impact.

As the designated Project Manager, I booked the production studio and auctioneer, coordinated the shot schedule, and directed the production crew during filming. Working collaboratively with internal staff and external production teams, I ensured a seamless live broadcast. The run of show was fully scripted, with raw footage retrieved and edited to include graphics for pre-recorded sessions, creating a polished and professional experience.

Additional responsibilities included applying for a raffle license, overseeing the auction process from item procurement to winner distribution, and designing and executing every aspect of the virtual event. These efforts resulted in an impressive \$147,000 in donations, exceeding the original goal by \$22,000.

### KEY HIGHLIGHTS:

- **Event Transition:** Successfully transitioned an in-person gala to a fully virtual fundraising event.
- **Production Oversight:** Directed production teams and edited pre-recorded sessions to deliver a seamless virtual experience.
- **Auction Management:** Managed all aspects of the auction, raising \$147,000 and surpassing the fundraising goal by \$22,000.



[CLICK HERE TO VIEW PRODUCTION](#)

## HOPE REALIZED BREAKFAST: VIRTUAL CHARITY LIVESTREAM

Virtual Charity Livestream

Engagement Marketing Manager, Catholic Charities Atlanta

Led the marketing and production efforts for the Hope Realized Breakfast, a virtual charity livestream designed to drive donor engagement and maximize contributions for Catholic Charities Atlanta. The event required a seamless blend of strategic marketing, creative storytelling, and technical execution to achieve its goals.

Serving as the designated Project Manager, I coordinated the shot schedule, directed the production crew during filming, and ensured the execution aligned with the event's vision. I wrote the event scripts and developed a detailed storyboard to provide the team with a clear and cohesive visual direction.

Additional efforts included creating an electronic donation form to streamline the donor experience and retrieving raw footage for post-production. I managed all editing aspects, including video edits and photo manipulation, to deliver a polished, high-quality livestream. These efforts culminated in a highly successful event, raising \$107,000 in donations—exceeding the original goal by \$27,000.



### KEY HIGHLIGHTS:

- **Production Oversight:** Directed production efforts, coordinating the shot schedule and managing the crew to ensure seamless execution.
- **Scriptwriting & Storyboarding:** Wrote event scripts and developed a storyboard to align the team with a cohesive creative vision.
- **Donor Experience Enhancement:** Created an electronic donation form to streamline contributions and improve the donor experience.
- **Post-Production Management:** Managed all aspects of post-production, including editing raw footage and photo manipulation, to deliver a professional-quality livestream.
- **Fundraising Success:** Successfully raised \$107,000 in donations, surpassing the fundraising goal by \$27,000.

[CLICK HERE TO VIEW PRODUCTION](#)

## AS-NEEDED PROJECT MANAGEMENT

Multiple Campaigns

Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)

Due to budgetary constraints, I frequently served as the Project Manager for Catholic Charities Atlanta (CCA), leading the planning and execution of diverse campaigns and events that drove engagement, enhanced donor experiences, and supported organizational objectives.

Key initiatives included prominent fundraising events such as Giving Tuesday, the Annual Appeal, the Virtual Charity Run, the Virtual President's Circle Events, and the President's Circle Retreat. These efforts contributed to raising \$1,245,000 of the annual departmental goal of \$1,900,000, demonstrating a strong ability to deliver results under tight resource constraints.

Additionally, I developed and facilitated tutorials for internal staff, such as the "Joining YouTube" video, as well as guest-facing materials like the Mobile Bidding App guide to ensure seamless donor participation and enhance the overall experience. I played an integral role in developing the Marketing budget and Strategic Marketing Plan, aligning efforts with organizational goals and optimizing resources for maximum impact.

### KEY HIGHLIGHTS:

- **Campaign & Event Leadership:** Led the planning and execution of key fundraising events, including Giving Tuesday, the Annual Appeal, Virtual Charity Runs, and the President's Circle Retreat, contributing to significant fundraising achievements.
- **Donor Engagement:** Created user-friendly tutorials, such as the Mobile Bidding App, to enhance the donor experience and ensure seamless participation in virtual and in-person events.
- **Budget & Strategy Development:** Assisted in creating the Marketing budget and Strategic Marketing Plan, aligning campaigns with organizational objectives to maximize visibility and donor engagement.
- **Data-Driven Insights:** Provided analytical metrics and performance reports directly to the Board of Directors and CEO, supporting informed decision-making and demonstrating the success of marketing initiatives.
- **Resource Optimization:** Delivered high-impact campaigns despite budget constraints, leveraging creative problem-solving and strategic resource allocation.

[CLICK HERE TO VIEW SAMPLE](#)

## ATTORNEY VIDEO CAMPAIGNS

Marketing video Production

Project Manager at Crisp Video Group

As a Project Manager at Crisp Video Group, I led the development and execution of customized marketing video campaigns for a portfolio of 30 attorney clients. Each campaign was tailored to meet individual client needs, driving brand visibility, engagement, and long-term partnerships.

I served as the key liaison between clients and cinematographers, ensuring seamless communication and alignment of creative vision with tangible outcomes. By developing detailed production booklets and storyboards, I enabled precise execution and consistent on-time delivery of high-quality deliverables.

In addition to overseeing ongoing video campaigns, I led weekly creative meetings with clients and cinematographers, fostering collaboration and aligning creative direction to produce cohesive, impactful content. I conducted meticulous reviews of video edits to ensure client satisfaction, resulting in repeat business and strengthened client relationships.

### KEY HIGHLIGHTS:

- **Client-Centric Campaigns:** Aligned client visions with tailored marketing video campaigns, delivering consistent, on-time results through detailed production booklets and storyboards.
- **Collaborative Leadership:** Led weekly creative meetings with clients and cinematographers to ensure cohesive content creation and streamlined communication.
- **Quality Assurance:** Conducted thorough reviews of video edits to maintain high content quality, driving client satisfaction and fostering repeat business.
- **Revenue Growth:** Increased revenue and client retention through strategic upselling techniques, effectively promoting value-added services and upgrades.
- **Operational Efficiency:** Maintained accurate and organized records of client interactions and project specifications, enhancing cross-functional collaboration and ensuring seamless project execution.
- **Process Optimization:** Identified and implemented improvements to workflows, enhancing efficiency and elevating the client experience.

[CLICK HERE TO VIEW SAMPLE](#)

## NAIAH AND ELLI DOLL SHOW

Children's Webseries

Project Manager & Creative Director at MCNE STUDIOS

The Naiah and Elli Doll Show became a cornerstone of engaging children's content, achieving remarkable success with an average of 1 million views per episode and a peak of 18 million views for the most popular episode. The project required a blend of creative vision, strategic marketing, and seamless production coordination to captivate its target audience and maintain its wide appeal.

This effort involved comprehensive research to identify trending topics, crafting compelling video themes, and ensuring each production met audience expectations. As part of the content lifecycle, responsibilities included scripting, voice-over work, directing filming sessions, and editing raw footage into polished episodes. I also leveraged digital marketing strategies to analyze video performance and inform future content planning, ensuring sustained viewer engagement and growth.

By optimizing workflows and scaling production efforts, the show consistently delivered high-quality content that aligned with the brand's goals and resonated with its audience. These efforts established the Naiah and Elli Doll Show as a leader in its genre, with a strong focus on strategic marketing, creative storytelling, and audience engagement.

### KEY HIGHLIGHTS:

- **Audience Reach:** Achieved an average of 1 million views per episode, with a peak of 18 million views for the most successful video.
- **Marketing Strategies:** Designed and implemented creative marketing strategies to optimize audience engagement and inform future content.
- **Thumbnail Design:** Directed the creation and editing of visually engaging thumbnails, enhancing click-through rates and overall channel performance.
- **Workflow Optimization:** Optimized workflows to expand team efficiency, improving production quality and maintaining alignment with the show's creative vision.
- **Data-Driven Content:** Leveraged audience data and metrics to refine video themes, improving content strategy and sustaining viewer interest.



[CLICK HERE TO VIEW SERIES](#)



# PROJECT MANAGEMENT FOR CONTENT DEVELOPMENT AND AUDIENCE ENGAGEMENT

Video Content Creation

Project Manager & Creative Director at MCNE STUDIOS

This role demonstrated the importance of effective project management in delivering high-quality content and sustaining an engaged audience. By overseeing the end-to-end production process and aligning creative and operational efforts, the initiative achieved exceptional results in audience reach, engagement, and growth.

Responsibilities included coordinating comprehensive research to identify trending topics, managing the scripting and directing of filming sessions, and overseeing the editing of raw footage into polished episodes. Workflow optimization and resource management were integral to scaling production efforts while maintaining consistency with the brand's objectives and audience expectations.

A key aspect of the role was leveraging performance analytics to guide project planning and execution, ensuring content strategies remained data-driven and impactful. By streamlining processes and managing cross-functional collaboration, the project consistently delivered content that resonated with the target audience and drove measurable results.

## KEY HIGHLIGHTS:

- **Social Media Campaign Oversight:** Designed and implemented content strategies, ensuring alignment with audience insights and driving platform growth.
- **Creative Direction:** Directed the creation and editing of visually engaging thumbnails, enhancing click-through rates and overall channel performance.
- **Data-Driven Planning:** Conducted data analysis and audience metric reporting to inform content planning and optimize engagement outcomes.
- **Workflow Optimization:** Streamlined processes to scale production, enhancing team efficiency and ensuring deliverables met quality and timeline expectations.
- **Trend Integration:** Leveraged trending insights and analytics to guide content themes, maximizing reach and sustaining audience interest.

ICE CREAM CART  
5.4M VIEWS

PINK KITCHEN  
3.1M VIEWS

HOW IT'S MADE  
2.4M VIEWS

SLEEPOVER  
813K VIEWS

HIDE & SEEK  
587K VIEWS

POOL PARTY  
416K VIEWS

## SOFTWARE IMPLEMENTATION: CLIENT SUCCESS MANAGEMENT

Multiple Clients

Client Success Manager at PossibleNOW

As a Client Success Manager at PossibleNOW, I led the implementation and integration of client-requested software solutions, acting as a key liaison between clients and internal teams. **My responsibilities mirrored those of a Project Manager**, requiring strategic planning, effective communication, and meticulous coordination to ensure seamless execution and client satisfaction. A significant achievement was earning the trust and responsibility of managing the company's 3rd largest client.

In this role, I oversaw the scheduling of meetings, organized implementation tasks, and authored detailed weekly and monthly health status reports to track progress and align client expectations. I proactively addressed and resolved software issues, escalating critical concerns to ensure quick recovery and minimal disruption.

Additionally, I drove process improvement initiatives by developing documentation that was approved for use in training, optimizing workflow procedures, and enhancing team efficiency. Through collaboration with cross-functional teams, including sales, operations, and development, I maintained a high standard of service and ensured successful project delivery.

### KEY HIGHLIGHTS:

- **Project Coordination:** Scheduled client meetings, organized implementation tasks, and tracked progress through comprehensive weekly and monthly reports.
- **Issue Resolution:** Proactively addressed software issues, escalating concerns for expedited recovery, minimizing client impact, and enhancing satisfaction.
- **Process Improvement:** Developed and implemented documentation for workflow procedures, optimizing operations and supporting training initiatives.
- **Client Relationship Management:** Fostered strong client relationships by anticipating needs, delivering exceptional service, and exceeding expectations.
- **Cross-Functional Collaboration:** Worked closely with sales, operations, and development teams to ensure seamless integration and alignment with client goals. This role highlights expertise in project management, client engagement, and process optimization, ensuring the successful delivery of software implementations and fostering long-term client trust.

# VOICEOVER & MULTIMEDIA PRODUCTION: ENGAGING CONTENT CREATION

Freelance

Self-Employed, Favole Productions

For over eleven years, I have delivered professional voiceover and multimedia production services across multiple genres, managing communication and project completion to ensure client satisfaction. My expertise spans telephony, e-Learning, commercials, narration, and explainer videos, with a strong focus on creating high-quality, impactful content for diverse audiences.

I have successfully produced 44 audiobooks, 42 e-Learning presentations, and over 150 explainer videos, operating audio and video editing software to generate polished, professional products. By combining technical proficiency with a deep understanding of audience engagement, I create content that is both entertaining and educational, tailored to clients' goals and target demographics.

## KEY HIGHLIGHTS:

- ▶ **Voiceover Expertise:** Delivered voiceover services across various genres, aligning tone and delivery with project objectives to captivate and inform audiences.
- ▶ **Content Development:** Managed communication and project workflows to ensure timely delivery and exceptional client satisfaction.
- ▶ **Technical Proficiency:** Operated audio editing and video production software to create high-quality content for digital marketing and social media growth.
- ▶ **Creative Storytelling:** Presented entertaining and educational content through consumable mediums, enhancing audience engagement and content effectiveness.
- ▶ **Diverse Portfolio:** Produced 44 audiobooks, 42 e-Learning presentations, and over 150 explainer videos, showcasing a commitment to quality and consistency.



[EXPLAINER  
SAMPLES](#)

[AUDIOBOOK  
SAMPLES](#)

## MARKETING & PR PORTFOLIO

### Copywriting Samples

Produced over the course of my professional career

Explore my Marketing Portfolio, where I showcase a dynamic blend of creativity, strategy, and project management expertise. With a strong foundation in research and metric analysis, I excel at creating data-driven strategies that drive results. My portfolio highlights my skills in scheduling, script writing, and content creation, demonstrating my ability to craft compelling narratives that resonate with diverse audiences.

From marketing campaigns to public relations initiatives, my work reflects a seamless integration of creative writing and strategic execution. Whether managing projects, developing content, or analyzing metrics to refine approaches, I bring a unique perspective that delivers impactful solutions.

[CLICK TO VIEW  
MARKETING CONTENT](#)

## CREATIVE WRITING PORTFOLIO

### Literary Samples

Produced over the course of my professional career

For a deeper dive into my work, visit my "Author" page to see how these stories align with my broader vision of storytelling and audience connection. With a foundation in both creative and strategic writing, I craft narratives that resonate with diverse audiences, whether through whimsical children's entertainment, heartfelt poetry, or compelling scripts.

My expertise lies in blending creativity with purpose, creating stories that not only engage but also inspire action. This portfolio showcases my versatility, spanning articles, skits, monologues, and books, each designed to captivate and connect. Drawing on skills honed in marketing and content development, I approach storytelling with a strategic mindset, ensuring every piece is both impactful and memorable.

[CLICK TO VIEW  
CREATIVE WRITING PORTFOLIO](#)

## WANT MORE?

[Visit my Content Creation Website](#) For additional samples of my work

# THANK YOU

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FOR YOUR TIME AND CONSIDERATION