

DELICIA THRASHER IVINS

Project Coordinator | Operations and Client Management | Remote-Ready
Taylors, SC | delicia.ivins@gmail.com | 864-303-1078 | linkedin.com/in/deliciaivins

*Led a crisis recovery project that generated **\$500K in pipeline revenue** in a single quarter. Recognized with two company awards for growth and innovation.*

PROFESSIONAL SUMMARY

Operations-minded project coordinator with 15+ years managing complex, multi-vendor engagements from initiation to close. Skilled at building workflows, tracking deliverables across concurrent projects, and keeping clients and stakeholders on schedule. Background spans marketing operations, client success management, retreat logistics, and travel coordination. Proven in remote-first environments. Published systems author.

CORE COMPETENCIES

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| ▶ Project Lifecycle Management | ▶ Workflow Design and Optimization | ▶ Vendor and Stakeholder Coordination |
| ▶ Proposal and Documentation Management | ▶ Deadline and Deliverable Tracking | ▶ Client Communication and Follow-Through |
| ▶ Conversion Rate Optimization | ▶ Cross-functional Remote Collaboration | ▶ Process Improvement and Systems Thinking |

EXPERIENCE

Project and Operations Coordinator (Founder) | Retreat Planning Experts | Taylors, SC - Remote 2023 - Present

- Founded boutique corporate retreat and group experience consultancy; built full operational infrastructure from scratch including client intake process, proposal templates, vendor checklists, contract review workflow, and project timeline systems.
- Manage end-to-end coordination for corporate and association retreat engagements — scope definition, vendor sourcing, contract review, logistics planning, and final delivery across concurrent projects.
- Primary point of contact for clients and service providers; coordinate across venue partners, facilitators, and vendors to keep all stakeholders aligned.
- **Top Sales recognition, Virgin Voyages — Greenville, SC, 2025**, for corporate group cruise and retreat bookings.

Travel Advisor | Travel Agent Greenville - IntelTravel / Travel Leaders Network | Taylors, SC - Remote January 2024 - Present

- Launched a boutique leisure travel brand serving corporate and professional clients seeking personalized vacation experiences.
- Manage full-cycle travel bookings for individual and group clients — vendor communication, confirmation, invoicing, payment tracking, and final documentation.
- Track proposals, follow-up deadlines, and booking status via CRM; coordinate group logistics including rooming lists, deposit schedules, and supplier communication.

Conversion Rate Optimization Specialist | Self Publishing School | Greenville, SC - Remote March 2021 - July 2022

- **Identified and led a month-long crisis recovery project** after a Google algorithm update dropped site traffic from page one to page five overnight, diagnosing a conversion gap while the SEO team worked to restore search rankings.
- **Designed and executed a form-embed strategy** across key revenue pages coordinating with a graphic designer, OptinMonster, and HubSpot, lifting conversions from 1-2% up to 20% and keeping leads flowing during recovery.
- **Project contributed approximately \$500K in pipeline revenue** to the sales team in a single quarter, sustaining business operations during a critical traffic loss period.
- Managed 200+ concurrent A/B and conversion tests, coordinating across tools, teams, and workflows while maintaining accurate tracking and documentation.
- **Awards:** Q3 2021 Most Improved / Fastest Growth; 2022 Innovator Award.

Client Success Manager | Peaceful Profits | Remote

June 2020 - May 2021

- **Managed 22 clients simultaneously** (10-12 active builds, 10 in onboarding queue), overseeing done-for-you funnel builds from kickoff through post-launch optimization.
- Coordinated cross-functional execution across copywriters, designers, and technical team members; tracked milestones, managed client communication, and ensured on-time delivery.
- **Client results:** 1.75 ROAS and \$7,690 in profit in a client's first month post-launch; another hit a GBP 10K revenue milestone.

EARLIER EXPERIENCE

Marketing Manager | Event Coordinator | Associate Brand Manager — Nature's Select of the Carolinas (Franchise) | 2010 - 2018

Grew franchise revenue 25% year one, 12% year two. Led crisis management when corporate changed formulas, bag sizes, and pricing simultaneously — held franchise to 2% growth in a year when nearly all 100+ national distributors posted losses. One of two nationally to finish in the black. Secured national press and awards including Whole Dog Journal placement.

Marketing Operations and Project Manager — Mission Marketing Today (Freelance) | 2017 - 2023

Managed marketing operations and project delivery for multiple clients simultaneously — timelines, deliverables, workflow systems, and cross-functional coordination. Full career detail on LinkedIn.

PUBLICATIONS

Social Media On Auto (Amazon, 2022) — A systems guide for business owners on building a fully delegatable social media operation. Demonstrates expertise in workflow design, process documentation, and operational handoff.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- ▶ Google Project Management Certificate (In Progress - Coursera)
 - ▶ Virgin Voyages Gold Tier Certification
 - ▶ IntelTravel Dream Maker Certification (Nov 2024)
 - ▶ Customer Service: Managing Customer Expectations - LinkedIn Learning
- ▶ CLIA Certification - Cruise Lines International Association
 - ▶ Antigua Destination Specialist
 - ▶ IntelTravel Group Travel Certification (Jun 2024)
 - ▶ Journey Mapping: Case Study in Action - Lynda.com

TOOLS AND SOFTWARE

Project Mgmt	Asana, Trello, Basecamp, ClickUp
CRM / Sales	HubSpot, Salesforce, TravelJoy, Dubsado
Communication	Slack, Zoom, Microsoft Teams, Google Meet, Loom
Marketing	OptinMonster, Mailchimp, ActiveCampaign, ConvertKit, Kajabi, ClickFunnels, Leadpages
Design / CMS	Canva, WordPress
Analytics	Google Analytics, Google Search Console, Hotjar, Optimizely
Productivity	Google Workspace (Docs, Sheets, Drive, Calendar, Forms, Slides), Microsoft Office (Word, Excel, PowerPoint, Outlook)
Finance / Admin	QuickBooks, Wave, Stripe, PayPal
Social	Hootsuite, Meta Business Suite, Planable

EDUCATION

Marketing | Greenville Technical College