

ERIKA FERRELL

PROJECT COORDINATOR / OPERATIONS & EXECUTIVE SUPPORT / CERTIFIED OBM

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KEY SKILLS

Operations & Business Management
Remote Team Coordination & Project Management

Process Optimization & Systems Implementation

Cross-Functional Team Leadership & Client Relationships

PROFESSIONAL PROFILE

Certified OBM and project manager who keeps executives, teams, and events moving in sync. I coordinate cross-functional projects, run meeting and quarterly planning support, and own the logistics behind virtual and in-person events. I document the SOPs and shared trackers that keep work clear and on schedule, and I do my best work inside mission-driven teams that want forward momentum without the operational chaos.

EDUCATION

UNIVERSITY OF KENTUCKY, '05 - '12
B.A & M.A, *Merchandising & Textiles*
GPA: 3.4, Cum Laude Honors
RESEARCH: *Consumer Motivation*

KEY ACHIEVEMENTS

Improved team task coordination
Streamlined C-Suite admin processes
Built agile project dashboards

CERTIFICATIONS

Online Business Manager
Lean Six Sigma Yellow Belt
Microsoft Excel 2010

CAREER EXPERIENCE

Operations Manager/Executive Assistant/Chief of Staff, Independent Contractor 06/2021 to present

- Coordinated executive calendars, inboxes, and meeting logistics, preparing agendas and synthesizing notes into clear decisions and next steps that saved founders 5+ hours each week
- Led cross-functional project coordination, guiding teams through kickoffs, milestone planning, and stakeholder updates while tracking action items and follow-ups across workstreams to keep every deliverable on schedule
- Facilitated quarterly and annual strategic planning sessions for leadership teams, building agendas, capturing decisions, and defining the milestones and next steps that kept teams aligned
- Documented and refined SOPs and shared project tools in Asana and Notion, building standardized trackers that improved team clarity, accountability, and project execution
- Owned virtual and in-person event logistics: Eventbrite setup, run-of-show docs, vendor and budget tracking, participant comms, plus Zoom Webinar support
- Managed grant reporting deadlines and participant tracking across programs, running team check-ins and maintaining CRM records that protected revenue capture and kept all reporting on time

Digital Project Manager, Relevate Health Group 01/2020 to 06/2021

- Set strategic direction and objectives for marketing deliverables across cross-functional teams, ensuring alignment with brand guidelines while meeting project deadlines
- Promoted to lead large-scale digital marketing project teams after just 3 months, managing 20+ marketing campaigns simultaneously through strategic prioritization and workflow optimization
- Pioneered an agile project management approach that delivered projects ahead of schedule while maintaining creative excellence and budget efficiency
- Developed a comprehensive Project Management dashboard that improved resource visibility, streamlined task assignment, and provided real-time progress tracking across 50+ concurrent projects
- Led daily Scrum meetings that improved team communication, eliminated roadblocks, and ensured seamless collaboration between creative and technical stakeholders

Print Project Manager, KDM P.O.P. Solutions 01/2019 to 12/2019

- Managed complex retail marketing projects comprising 25+ print components within one month of onboarding, ensuring brand consistency while meeting tight deadlines and budget constraints
- Collaborated with leadership to develop and implement standardized onboarding and training processes that reduced ramp-up time for new team members
- Partnered with client, fulfillment, and production teams to create a bulk ordering system that optimized project timelines and improved operational efficiency

Print Production Coordinator, BlueCross BlueShield of Tennessee; Print Solutions 02/2017 to 12/2018

- Promoted within one year to manage high-priority marketing materials using Print Shop Mail and Solimar programs, ensuring brand consistency across all deliverables
- Trained Corporate Communications department on print specifications, resulting in 25% reduction in rework and faster turnaround times from order to delivery