

BECCA HOUSKE

EXPERIENCE

PROJECT MANAGER, BRAND & CREATIVE | *PitchBook Data* | SEATTLE, WA November 2021–Present

- Partner with cross-functional teams to prioritize work, define scope, establish KPIs, and manage marketing projects and initiatives; continuously report on project metrics to ensure they are meeting business goals
- Orchestrate development of deliverables across channels (web, mobile, email, social, events, signage, print collateral/booklets, video) in partnership with creative leads and channel owners to achieve established KPIs
- Manage highly complex integration of newly acquired company across all facets of marketing, including web, sales enablement, events, and campaigns; create project plan, manage scope, timeline, and communications across sub-teams and departments
- Guide projects through end-to-end creative process; including receiving requests, managing the backlog, allocating resources, building schedules, monitoring milestones, and removing roadblocks
- Play a pivotal role in driving continuous improvement for marketing and cross-collaboration initiatives, leading retrospectives and synthesizing results to inform future marketing initiatives and optimize workflows
- Create a standard campaign briefing process gathering all necessary information needed to prioritize, resource, and start work—saving time, enabling faster kick-offs, and streamlining project execution
- Successfully led the web integration of LCD to PitchBook; included managing web development and UX/UI resources, routing reviews and approvals between 4 organizations, coordinating across multiple time zones, and ultimately delivering ahead of schedule

PROJECT MANAGER | *drive21* | SEATTLE, WA September 2020–September 2021

- Consistently achieve on-time and on-budget project delivery by employing strong project management skills, fostering stakeholder and vendor relationships, and ensuring effective communication. Recognized with a promotion within 7 months of joining as an associate PM
- Manage scope, cost, risks, quality, procurement, and communication of multiple concurrent projects. Build workback schedules in Smartsheet for environmental graphic installations; coordinate design and reviews with internal stakeholders and clients; document decisions; and manage production and installation
- Lead 4–6 concurrent projects launching 150–400K sq. ft buildings with budgets ranging from \$200k–\$500k. Concurrently manage 10–15 smaller projects, maintaining efficient project execution across multiple initiatives
- Establish relationships and SOWs with external agencies and fabricators throughout project lifespan. Ensure open communication channels and make timely decisions to prevent delays and stay within budgetary constraints

MARKETING MANAGER | *Halverson Law* | NORMANDY PARK, WA July 2019–February 2020

- Manage execution of advertising and marketing materials, including content creation and production of deliverables for ads, conferences, speaking events, email, and videos. Ensure timely completion of projects within budget
- Direct external creative agency in the process of refreshing website design and content. Resulted in a significant impact on business growth, with 70% of new leads and 60% of converted clients originating from outside the firm's niche industry within a span of 6 months

MARKETING MANAGER | *Washington Debt Free* | NORMANDY PARK, WA November 2018–July 2019

- Manage Salesforce integration and website development within 6-month timeframe and \$100k budget. Ensure smooth project execution and alignment with business objectives
- Map the customer experience, identifying touchpoints, information exchanges, and triggers/decisions. Develop optimized workflows and integrate them into Salesforce
- Implement PPC campaigns and manage monthly Google Ads spend of \$20k. Optimize keywords and A/B test landing pages to reduce wasted ad spend and improve campaign performance

EDUCATION

BA POLITICAL SCIENCE, MINOR IN TECHNICAL COMMUNICATION September 2012–May 2016
University of Minnesota | Twin Cities, MN

CERTIFICATE IN PROJECT MANAGEMENT September 2018–May 2019
University of Washington | Seattle, WA