Sean Malroy

Digital Marketing Project Manager/Marketing Ops

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San Francisco, CA 94114

Marketing operations lead for multi-channel campaigns starting from kick-off to post-campaign analytics. Strong process management. Over 10 years experience.

Refined relationship-building skills aligning expectations of vendors and internal departments.

Skilled with ERP systems e.g. Aprimo, SAP, WorkflowOne.

PROFESSIONAL EXPERIENCE

Project Manager, Digital Marketing
Wells Fargo, San Francisco, CA, 2013 – 2016

Marcom PM for launch of "Propel" credit card product for the affluent market; created over **6 million customer impressions**. PM for launch of *Go Far™ Rewards* program for all WF credit cards.

- PM for six national campaigns (30+ assets each) including print, web, video, and social content. Obtained all approvals; met production deadlines. **Reach = 6000 stores.**
- Published performance analytics for credit card launch and quarterly in-store campaigns.
- Passed three compliance audits.

Project Manager, Digital Marketing
Pacific Gas and Electric, San Francisco, CA, 2007 – 2013

- Created over 15 B2B customer success stories. Managed the generation of digital/print assets, overseeing complex approval process.
- Developed strategic portfolio of marketing materials that integrated company services by business segment.

Producer
Sean Malroy Prods., San Francisco, CA, 2012 – present

In 2017, designed industrial sound for consumer device for Electrolux. Created all sound for production at Z SPACE theater.

PRIOR EMPLOYMENT

Kaiser Permanente, Comm. Consultant, 2005 – 2007
McCann Erickson, Acct. Executive, 2002 – 2004

MANAGERIAL SKILLS

Primary:

Project/workflow/ops management

Process development

Vendor/agency communication

In-house creative resource management

Approvals (legal, creative, leadership)

Traffic management

Presentations

Supporting:

Program management

Customer segmentation

Targeting

Analytics/campaign analysis

TECHNICAL SKILLS

Skill	Rating
Excel	●●●●○
ERP	●●●●○
MS Office	●●●●○
iWork	●●●○○
Tableau	●○○○○
Acrobat	●●●●○
Adobe CC	●○○○○
Logic Pro	●●●●●
Proofing	●●●●●
AP Style	●●●●○

EDUCATION

University of Arizona, Tucson, AZ
Political Science