

# MACKENZIE MAGRATH

## SENIOR PROJECT MANAGER

### CONTACT

- 📞 +1 925 323 4156
- ✉ mackenziemagrath@gmail.com
- 🏠 San Francisco, CA
- in <https://www.linkedin.com/in/mackenzie-magrath/>

### SKILLS

#### PROFESSIONAL

- Project Management
- Scope and Schedule Development
- Stakeholder/Vendor Communication
- Creative Production

#### PROGRAMS

- Asana
- Trello
- Monday.com
- Microsoft Office
- Google Workspace

### EDUCATION

#### BACHELOR OF ARTS

Marketing  
University of San Diego  
2013 - 2017

Senior project manager with over 7 years of experience coordinating digital, e-commerce, paid social and packaging launches. I specialize in CPG project management, digital and paid social production, and packaging design management. I provide strong communication skills, both internally with stakeholders and externally with global vendors, to ensure projects are delivered on time and on budget.

### WORK EXPERIENCE

#### SENIOR PROJECT MANAGER

**Thrive Market** | *September 2022 - Present*

- Manage day-to-day execution of digital, paid social, e-commerce and packaging content launches
- Communicate daily with global vendors on product launch status and budget needs while escalating or providing solutions to any roadblocks
- Act as the point person for creative, digital, paid social, and packaging stakeholders and provide regular updates of project status
- Manage digital and paid social production by scheduling photoshoots, booking vendors, location scouting, and prop and talent sourcing
- Manage team bandwidth, resource needs and project budgets
- Develop workback schedules in Asana to meet project schedules
- Lead internal team stand-ups, brainstorming and stakeholder review meetings
- Continually evaluate and optimize the creative process to create efficiencies

#### MARKETING PROJECT MANAGER

**Microsoft** | *February 2022 - September 2022 (Contract)*

- Developed and executed go-to-market and lifecycle plans for Xbox Stores, collaborating closely with leads across the social, .com, and newsletter teams
- Collected, tracked, and distributed key creative assets to and from publisher partners and key internal/external contacts to be used in global consumer marketing campaigns, channel marketing, owned channel programming, PR events, and retail toolkits
- Developed workback schedules and processes to meet vendor SLA's
- Organized, managed, and led weekly status updates to key stakeholders
- Populated and managed key marketing spreadsheets and calendars to keep cross-functional teams on schedule

#### PROJECT MANAGER

**Electronic Arts** | *January 2020 - February 2022*

- Executed 50+ series launches through expert scheduling, cross-functional coordination and 360 degree project management, totaling in over \$50M combined for each series
- Communicated with stakeholders to provide updates, resolve any blockers and ensure buy-off
- Managed both internal/external relationships with brands and overseas vendors
- Developed strong working relationships with a team of 15 creatives that allowed me to better understand their strengths and weaknesses and creative lead times
- Expertly distributed game assets to the necessary teams to be used for in-app purchase (IAP) content as well as for global promotional purposes