

Stacy D. Davis

Marketing Project Manager

(678) 836-3872
stacyd@stacyd.net

Atlanta, Georgia



Core Competencies

- Project Management
- Analytics
- Copy Writing
- Copy Editing
- Website Testing
- Content Management Systems

Strengths

- Making ideas happen by turning thoughts into action.
- Managing effective, productive teams with disparate individuals.
- Transforming something strong into something superb.
- Ensuring brand consistency and message across all medium.

Recent Projects

Manage a marketing initiative for a product launch.

OutlawCountryRocks.com - a website focused on outlaw artists, songwriters, and musicians.

Print marketing collateral, including restaurant menus, movie theatre ads, posters, business cards, leasing collateral, large-format leasing signage, monument signage, promotional flyers.

Managing multiple website projects, including new website launches, monitoring and reporting analytics, and content updates. Manage domain names and renewals, email accounts, and social media accounts.

Concepted, filmed, and produced a four-minute time-lapse video of a three-day mural painting.

Produced a 28-page digital and print portfolio for a premiere event space.



Restaurant Menu



Movie Theatre Ad

Software

Microsoft	Word	★★★★★	Expert
	Excel	★★★★★	Expert
	Project	★★★☆☆	Intermediate
	Visio	★★★★☆	Advanced
	FrontPage	★★★★☆	Advanced
Adobe	Acrobat	★★★★★	Expert
	Illustrator	★★★☆☆	Intermediate
	InDesign	★★★★☆	Advanced
	PhotoShop	★★★☆☆	Intermediate
Other	GIMP	★★★☆☆	Intermediate
	Dreamweaver	★★★★☆	Advanced



Leasing Collateral

Stacy Davis, Marketing Project Manager
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Education

B.S., Management, University of Maryland 1996
A.S., Health Physics, Chattanooga State Technical Community College 1990
Landmark Education: Landmark Forum (2004), Wisdom Course (2006)

Employment History

Consultant

Jun 2008 - Present

Provide marketing project management services, with an emphasis on project planning, project oversight, managing schedules and costs, establishing procedures, streamlining processes, and ensuring brand consistency across all medium. Advise small businesses on startup operations, ongoing operations procedures, and establishing an identity. Clients include a national health insurance software company, a social-centric marketing company, a fitness facility, and an interactive entertainment company, and a real estate development company.

Legacy Property Group

Jan 2010 - Jan 2011

Marketing initiatives for three restaurants, an event space, and a non-profit cooperative coalition of business owners and key stakeholders. Created and produced all marketing materials for a new restaurant, conceptualized and opened in 2 months.

Formation Capital

May 2007 - Nov 2008

Developed a comprehensive facility evaluation tool to assess the "bricks and mortar" and marketability aspects of skilled nursing facilities. Developed and managed a MySQL database with Risk Management data for 450 facilities, including 3 years of historic financials, market data, and facility basics.

Trammell Crow Company/CB Richard Ellis

Apr 2006 - May 2007

Property Manager for a six-story building occupied by 20 tenants. Projects included chiller replacement, building automation digitization, corridor and restroom renovations, and wifi installation in common areas.

Cumberland Management Partners

Aug 2005 - Apr 2006

Property Manager for five business parks, including 26 buildings on 150 acres of land, occupied by 76 tenants. Projects included preparing due diligence packages for four properties, transitioning a newly purchased business park, roof replacements, landscaping renovations, and mold remediation.

Cousins Properties

Jun 2002 - Aug 2005

Property Manager at Concourse Corporate Center "King and Queen" Buildings. Projects included installing free wifi in common areas and exterior patios, a networked touchscreen directory across a campus of eight buildings, cooling tower replacement, parking deck renovations, corridor refurbishments, roof replacements, restroom renovations, and managing new tenant construction.



Time-Lapse Video



Advertisement



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Outlaw Country Rocks website