

HALLIE E. GUYTON

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EXPERIENCE

Junior Associate Project Manager Marketwake, Atlanta, GA

July 2024 – January 2025

- Managed multiple website and rebranding projects for high-profile clients, including a Fortune 500 company, using Asana and Gantt charts to track timelines, milestones, and resource allocation.
- Demonstrated autonomy by spearheading and owning the creation of client case studies to showcase Marketwake's success stories, increasing website engagement by 49% and lead conversion by 20%.
- Facilitated team collaboration by scheduling meetings, maintaining documentation, and proactively identifying and addressing risks to ensure on-time project delivery.
- Earned commendation from the Project Leader for independently tackling challenges and effectively coordinating cross-functional teams to ensure the successful launch of Marketwake's rebrand.

Product Owner Punchlist, Atlanta, GA

July 2024 – January 2025

- Coordinated the product development of a web-based start-up platform, optimizing the development backlog and driving a 50% increase in feature delivery, enhancing user experience, and aligning with business objectives.
- Applied Agile and SCRUM methodologies and leveraged data insights to accelerate strategic product iterations, ensuring rapid, collaborative improvements that delivered measurable value to users.
- Led cross-functional teams, including UI/UX designers, product engineers, and marketing, to successfully redesign product architecture and user interface, enhancing usability and user satisfaction.

VP of Marketing Fair Fashion, Athens, GA

August 2022 – May 2024

- Spearheaded strategic marketing initiatives, driving a 60% increase in email subscribers and a 30% growth in paying members through data-driven campaigns and audience segmentation.
- Managed cross-functional teams to execute member-exclusive learning events featuring industry leaders in sustainable fashion, strengthening Fair Fashion's credibility and fostering community engagement.
- Oversaw event planning and logistics, coordinating pop-up markets with 30+ vendors, and negotiating partnerships with local businesses to maximize public participation.

Project Manager Talking Dog Agency, Athens, GA

August 2022 – May 2023

- Executed a targeted promotional strategy for Hope Haven, a non-profit organization serving individuals with developmental disabilities, that increased event attendance by 10% by optimizing messaging based on audience insights.
- Developed a week-long fundraiser that generated over \$5,000 in donations, showcasing effective stakeholder management and event execution skills.
- Enhanced my creative marketing skills, built project management expertise, and developed tactful stakeholder communication while contributing to an impactful client initiative.

SKILLS & CERTIFICATIONS

Technical Skills: Project Management: Agile, SCRUM, Risk-Mitigation, Quality Analysis, Stakeholder Communication.

Tools: Jira, Asana, Amplitude, G-Suite, Google Analytics, HubSpot, WordPress, Webflow.

Soft Skills: Problem-Solving, Leadership, Time Management, Organization, Oral & Written Communication

Certifications: Project Management (Google 2024), Google Analytics (LinkedIn 2024), Inbound Marketing (HubSpot 2024), Illustrator (LinkedIn 2023), Figma for UX Design (LinkedIn 2023), Photoshop (LinkedIn 2023).

EDUCATION

Bachelor of Arts in Art History with a Certificate in New Media University of Georgia, Athens, GA

May 2024

- Honors: Presidential Scholar, Summa Cum Laude (GPA: 3.93/4.0)
- Relevant Coursework: Web & App Development, TEDxUGA, UI/UX Design, New Media Capstone