JENNIFER J. GARCIA

Growth Marketer | Operations Specialist | Client Delivery | AI Automation and Innovations

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80%
Higher registration efficiency for AI webinars

73%
Fewer manual operational tasks

100+
Client accounts managed

11+
Years with international agencies and brands

SUMMARY

I am a delivery and operations professional with extensive experience in coordinating international digital agencies, managing client accounts, and overseeing creative production and technical teams. I serve as the main point of contact for delivery, directly responsible for allocating developer workloads, setting project priorities, meeting deadlines, and managing client expectations. I lead multidisciplinary teams across development, design, quality assurance, content, and AI.

I possess a strong background in digital marketing, client success, workflow improvement, GoHighLevel operations, and AI automation. I combine strategic oversight with hands-on project coordination to ensure that teams remain aligned, risks are visible, and work progresses smoothly in fast-paced remote environments.

CORE COMPETENCIES

PROJECT AND DELIVERY MANAGEMENT	AGENCY OPERATIONS AND SYSTEMS	TEAM AND RESOURCE MANAGEMENT
End-to-end project delivery	Agency operations	Cross-functional team leadership
Project planning and scheduling	Workflow optimization	Developer and creative resource allocation
Timeline and milestone control	SOP development and implementation	Capacity and workload planning
Scope, dependencies and QA	Operational efficiency	Team coordination and accountability
CLIENT AND ACCOUNT DELIVERY	**DIGITAL MARKETING AND PRODUCTION**	**AI AND AUTOMATION**
Client relationship management	Digital marketing operations	AI tools integration
Account retention and client success	Campaign and content execution	AI-assisted workflows
Stakeholder communication	Creative production coordination	CRM and marketing automation
Scope and expectation management	Website and eCommerce delivery	No-code workflow automation

WORK EXPERIENCE

Creative Project Manager (Contract)
Luminize Marketing | San Diego, California
July 2026 – November 2026

- Led graphic design projects and coordinated creative team contributions, ensuring alignment on priorities, timelines, and quality.
- Managed 28 content plans in Asana, tracking development through launch and maintaining visibility of milestones and delivery statuses.
- Provided web consulting for eCommerce projects, translating business requirements into actionable tasks.
- Implemented AI automations to streamline workflows, reduce repetitive tasks, and enhance efficiency.
- Reviewed deliverables for accuracy and brand consistency before client submission, identifying bottlenecks and recommending workflow improvements.

Digital Marketing and AI Innovations Specialist (Contract)
Now Media Group - Csek Creative | San Diego, California
June 2025 – June 2026

- Managed event and project workflows for both virtual and in-person programs, contributing to the business achieving its highest sales conversion rates for events.
- Spearheaded AI webinars and high-ticket AI sprints, improving registration efficiency by 80% through enhanced marketing systems and streamlined participant journeys.
- Managed GoHighLevel, building and maintaining funnels, multichannel communications, payment gateway connections, and automated follow-up workflows.
- Developed AI-powered automations to reduce manual processes, improve operational consistency, and support scalable delivery.
- Standardized cross-departmental workflows to enhance collaboration and efficiency.

Client Account Manager (Contract)
Dot & Company | Canada
January 2024 – May 2025

- Led full-cycle marketing campaigns, advertising, and user-generated content (UGC) for client projects, coordinating priorities, timelines, and delivery.
- Managed client success for international accounts, serving as the main point of contact and ensuring proactive communication.
- Coordinated client onboarding, clarified requirements, and translated requests into actionable tasks.
- Supported client retention by monitoring account health and addressing service concerns.
- Managed contract coordination, including documentation and communication of client needs.
- Maintained project visibility through regular updates.

Digital Marketing Specialist (Contract)
DoStuff Media | Texas, United States
January 2023 – January 2024

- Led the creative team and AI engineers to deliver digital initiatives and marketing assets through effective project and account management.
- Managed workflows for both virtual and in-person events, achieving the highest sales conversions.
- Spearheaded AI webinars and sprints, improving registration efficiency by 80% through enhanced marketing systems.
- Utilized GoHighLevel to build sales funnels, manage multichannel communications, and automate follow-up processes.

Sales Operations Specialist (Contract)
FirstWave (ASX: FCT) | Australia
August 2021 - December 2022

- Successfully reduced manual operational tasks by 73% through the automation of high-volume administrative data processes for a publicly listed cybersecurity company.
- Managed client contracts to ensure compliance and timely renewals. Utilized Salesforce to effectively manage sales pipelines and track opportunities.
- Improved sales pipeline efficiency by restructuring CRM workflows and refining lead qualification processes.
- Actively participated in stakeholder meetings to provide executive summaries and insights, fostering better communication and alignment across teams.

Marketing Project Manager (Part-time)
Kien Vuu, MD | LA, California
April 2020 - January 2023

- Managed remote creative production, social media activities, and product launch campaigns for an international lifestyle brand.
- Expanded the distribution of newsletters and podcasts while supporting the brand's growth in sponsorship opportunities and gaining major media exposure.
- Improved the campaign performance metrics.

Project Manager (Contract)
Growthly Group | Australia
January 2018 - August 2021

- Managed lead generation, funnel, and systems projects for 12 international B2B clients, coordinating deliverables and utilizing performance data to inform project priorities.
- Acted as the CEO's representative in stakeholder meetings and executive negotiations with major global accounts.
- Developed and implemented sales strategies that increased overall revenue by identifying new market opportunities and optimizing existing channels.
- Conducted market research and competitive analysis to inform product positioning and pricing strategies, enhancing value propositions.
- Established key performance indicators (KPIs) to measure sales activities, track progress, and adjust strategies accordingly for continuous improvement.

EARLIER EXPERIENCE

Project Manager | FreeUp
May 2016 – January 2018

- Coordinated project delivery across remote teams, ensuring alignment of tasks, timelines, and client requirements. Facilitated client communication, monitored progress, and addressed delivery concerns to ensure efficient execution.

Social Media Manager | BeVisible Sports
July 2015 – March 2016

- Managed social media and digital content for the brand, boosting online visibility and audience engagement. Coordinated content planning and publishing to ensure alignment with marketing goals and brand identity.

Client Care Specialist | 9DotStrategies
September 2014 – July 2015

- Served as the main contact for client inquiries, providing prompt assistance and ensuring a positive experience. Handled communications, resolved issues, and promoted satisfaction through effective follow-up.

Project Manager | The Design People
June 2013 – July 2014

- Coordinated creative and design projects from initial requirements through completion, managing project timelines, task assignments, client communication, and deliverable tracking. Worked closely with creative teams to ensure project requirements were understood, deadlines were met, and outputs aligned with client expectations.

Senior Project Manager | Mindblow Internet Ideas
July 2012 – June 2013

- Managed 52 client accounts, overseeing project delivery and maintaining client relationships while coordinating multidisciplinary teams in development, design, and quality assurance. I also trained project managers, identified growth opportunities, and handled client retention, escalations, and refund requests.

Call Center Customer Service Representative | Transcom
August 2011 – June 2012

- Handled customer inquiries and service requests in a busy contact center, resolving issues and maintaining professional interactions. Developed skills in customer relationship management and communication while meeting performance standards.

EDUCATION

Bachelor's Degree, Mass Communication/Media Studies | AMA University

TOOLS AND PLATFORMS

Campaign and Project Management: Proficient in Asana, ClickUp, Monday.com, and Notion.
Social and Marketing Operations: Experienced with GoHighLevel, CRM workflows, funnels, and multichannel messaging.
AI and Automation: Skilled in ChatGPT, Claude, HeyGen, Zapier, and Make.com for workflow automation.
Analytics and Reporting: Knowledgeable in Google Analytics 4 and Looker Studio.
Web and eCommerce: Hands-on with WordPress and Shopify for eCommerce and personal branding support.