

KELLI E. ESQUILIN

MARKETING PROJECT MANAGER | CREATIVE OPERATIONS | BRAND STRATEGY

 301.257.3270

 kelliesquilin@gmail.com

 www.kelliesquilin.com

SUMMARY

Strategic Marketing Project Manager with 10+ years of experience leading creative projects across branding, digital campaigns, and event marketing. Skilled at managing complex timelines, coordinating cross-functional teams, and delivering high-impact assets for national brands and large-scale events. Proven ability to balance creative vision with structured execution using Asana, ClickUp, Wrike, and Google Suite.

EXPERIENCE

DIGITAL DESIGNER

WWEX GROUP

6/2024 - PRESENT | REMOTE

- Support multi-brand marketing team designing web, print, and email assets for internal and external campaigns
- Manage multiple design requests using Wrike, balancing daily production with time-sensitive projects
- Coordinate with marketing managers to clarify scope, meet deadlines, and incorporate feedback efficiently

DIGITAL DESIGNER

NATIONAL RETAIL FEDERATION (NRF)

2/2020 - 3/2024 | REMOTE

- Collaborated with Creative Lead and Marketing PM to execute campaigns and event branding for 3,000+ attendee events
- Managed assigned creative projects from concept to completion, including email campaigns, landing pages, social graphics, and signage
- Participated in creative kickoffs, coordinated with stakeholders, and ensured timely delivery of assets

CREATIVE PROJECT MANAGER / FOUNDER

KAY + CO. STUDIO

1/2019 - PRESENT | REMOTE

- Managed client onboarding, project scopes, timelines, and approvals for 4-6 week creative projects across branding, websites, and CRM systems
- Coordinated cross-functional teams of designers, developers, and copywriters using Asana and Trello
- Led strategy calls, developed project schedules, and oversaw delivery of custom websites, CRM setups, and brand identity packages

SKILLS

Project Management: Asana, ClickUp, Trello, Monday.com, Wrike, Notion, Workfront

Creative: Adobe Creative Suite, Canva, Figma

Communication: Slack, Microsoft Teams, Zoom, Google Meet

Core Competencies: Cross-functional Team Coordination • Timeline & Milestone Tracking • Campaign Management • Client Communication • Process Optimization • Creative Briefing & QA

EDUCATION & CERTIFICATIONS

MS, Communication Design | Pratt Institute | 2013-2015

BFA, Journalism & Graphic Design | Hampton University | 2007-2011

User Experience Design | Southern Methodist University | Spring - Fall / 2022

Project Management Foundations | LinkedIn Learning | May / 2025