

# Erica Statly

## Certified Project Management Professional

Detail-oriented, organized professional with years of experience maximizing efficiency, productivity and KPI's while managing multiple projects of varying size.



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### Work Experience

#### Priority Health

Oct. 2020 - Current

*Specializing in retail marketing and project management*

##### Achievements/Tasks

- Project manager for implementation of Priority Health + Kroger in-store activations resulting in enrollments and increased revenue for company
- Develop risk management plans and managed risk response as needed
- Facilitate regular stand ups with engaged teammates and key stakeholders to review deliverables, progress and blockers
- Create templates and processes for historical databases
- Participate and lead budget and resource procurement and management throughout project
- Work closely with cross functional teams as a marketing specialist to compose, execute, and measure go-to-market strategies

#### 8THIRTYFOUR Integrated Communications

May 2019 - September 2020

*Specialize in digital project management and web development*

##### Achievements/Tasks

- Directed and presented clients digital marketing strategies
- Led and managed implementation of digital marketing strategies
- Analyzed and adjusted campaigns based on performance and client feedback loops

### Skills

Microsoft Office

Change Management

Waterfall

Microsoft

Google Apps

Kanban

Jira

Agile

Copywriting

Conflict Management

### Soft Skills

Problem Solving

Organization

Adaptability

Creativity

Critical Thinking

Teamwork

Time Management

Emotional Intelligence

### Education

B.A., Journalism, Public Relations  
2019, Central Michigan University

### Certifications

**Completed:** Project Management Professional (PMP), LinkedIn Ads Certification, Hootsuite Platform Certification, SharpSpring Agency Certification, Hubspot Certification, Google Ads + Analytics Certification