


Florine Moore

Traffic/Project Manager

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 646-580-1041

 Fairfield Country, CT

PROFESSIONAL SUMMARY

Traffic & Project Manager with over 10 years' experience with working CRMs (customer relationship management) systems. Project manage the successful CRM implementation of CH1 News and Metro New York from a manual system to an automated one. In addition, I was in charge of the assignment pipeline from designer to client in the New York office. Hold meetings with key stakeholders to get a better understanding of their needs. Target-oriented, with the ability to spot issues and offer solutions to meet deliverables.

EXPERIENCE

Traffic/Project Manager

Houghton Mifflin Harcourt-Channel One News

04/2015 – 09/2018

New York, NY

Achievements/Tasks

Serve as a key liaison between Sales, Production, Finance, and multiple departments

Project manage the implementation of the new Trafficking & CRM system by collaborating with key stakeholders on dashboards and reporting requirements for the new automated

Monitor and review project progress and timelines; adjust schedules and plans as needed; and identify and resolve issues to ensure project deadline success

Responsible for beta testing, reporting bugs, and approving live updates

Held biweekly meetings with key stakeholders to discuss the development of project.

Lead projects by creating timelines, identifying milestones, and allocating resources

Create all-new user accounts with permissions specified by upper management (creating a consistent hierarchy model) and provide training and a user guide to all new recruits to ensure a smooth transition

Create contracts (IOs), schedule ad campaigns, invoicing, sales reports, assist Finance with month-end closing

Traffic and proof all commercials prior to airing to ensure content is in accordance with company standards

Consult with legal team on agency contracts and non-disclosure agreements

Traffic/Project Manager

Metro New York Inc.

New York, NY

06/2007 - 04/2015

Achievements/Tasks

Create contracts (IOs), schedule ad campaigns, invoicing, sales reports, assist Finance with month-end closing

Manage data cleanup and mergers of over a 10k accounts

Oversee the CRM implementation's overall plan, budget, and milestones

Provide first and second line support and training for CRM users

Maintain profiles, security settings, and access controls, among other things (User Profiles, Role Hierarchy, Sharing Rules, and Security)

Approve deliverable and performs post-delivery sign off

Serve as a key liaison between Sales, Marketing, Freelance Designers Editors, Finance, IT, and Ad Agency

Develop and maintain user-friendly reports for management and user alike, along with dashboards

Train all new Sales Coordinator, Account Executives, and Finance staff on company CRM

Travel to company different location to provide monthly training

Implemented cost effective guidelines to reduce costly make good errors

Traffic ad requests from a client to a freelancer for markups. Continuously monitor and communicate with the client on any revision requests while adhering to deadlines

SKILLS and CERTIFICATIONS

Skills: Time Management, Budget Management, Planning & Organizing, Project Management, Multi-Task Management, Problem Solving, Schedule Management, Process Improvement, Analytical, Trainer, Communication, and Strategic Planner, Result Driven

Technical: Adpoint – CRM/Trafficking, Ooyala, CIRAS, Outlook, Brightcove, Google Ste, Neat Office, Microsoft Ste, Word, Powerpoint, Excel, and DocuSign

Certifications: Agile Project Management Bootcamp, AWS Technical Essential, Salesforce Administrator – Currently Enrolled