

KATRINA MILL, MBA

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ACCOMPLISHED MARKETING OPERATIONS PROGRAM MANAGER

Operational Excellence. Strategic Execution. Proven Results.

Core Competencies

Marketing & GTM Strategy: Expert in building and leading Go-To-Market initiatives and high-profile marketing projects.

Project Management: Skilled in defining scope, managing schedules, and mitigating risks to ensure seamless delivery.

Team Leadership: Proven record of building, motivating, and leading cross-functional teams to produce consistent results.

Cross-Functional Collaboration: Adept at managing vendor relations and aligning stakeholders across department lines.

AI & Automation: Proficient in leveraging AI tools to optimize workflows and enhance operational efficiency.

PROFESSIONAL EXPERIENCE

2023 to Present • CISCO SYSTEMS, OUTSHIFT | REMOTE

Cisco Systems is a Fortune 500 company that develops, manufactures, and sells networking hardware, software, and telecommunications equipment. Outshift is the company's incubation engine for emerging technologies.

Project Manager

Brought on at Outshift to execute full-funnel campaigns and modernize marketing workflows through automation and process optimization.

- Collaborate cross-functionally with key stakeholders to develop quarterly marketing timelines, milestones and schedules
- Developed process standardization to streamline creative deliverable workflows between teams
- Managed team meeting operations, including notes, scheduling and optimizing efficiencies via project management tools
- Organized and improved budget and PO tracking, supporting both marketing and finance stakeholders
- Monitored resource capacity of outsourced workers, onboarding and offboarding for both fulltime and outsourced personnel
- Coordinated team events, both virtually and in person - including agenda setting, deliverables to result in success
- Led launch of Cisco Quantum Networking Software Stack, aligning teams around integrated go-to-market and enablement.
- Owned end-to-end production of the Outshift monthly webinar series, including platform configuration, live backend management, audience Q&A, and performance tracking.
- Designed and managed a multi-agent system to streamline launch planning, improving cross-team visibility, accountability, and milestone execution.

2023 to 2023 • COACHING.COM | REMOTE

Coaching.com is the world's first coaching enablement platform.

Marketing Project Manager

Covered Marketing Project Manager leave, driving cross-functional execution and creative delivery for coaching enablement solution launches.

- Leveraged expertise in Asana to manage projects, including the live launches of training modules. Organized projects to enable the video team to accelerate their delivery cycle by 50%.
- Wrote scripts, developed schedules, and produced the Coaches on Zoom Drinking Coffee podcast, which featured the Chief Executive Officer engaging with thought leaders in coaching. Uploaded podcasts into Buzzsprout.

2021 to 2023 • JUST GLOBAL | REMOTE

Just Global is a digital advertising agency with operations in the United States, United Kingdom, Singapore, and Australia.

Senior Project Manager, Global PMO

Hired as the company's first project manager in the United States, with a focus on building a framework of processes, procedures, and best practices while leading internal training. Strengthened revenue by educating account managers in the agency's creative capabilities.

- *Expanded the creative team to enable the company to take on larger projects. Supervised and mentored teams within the Global PMO.*
- *Implemented a formal ticket system in Asana, improving client satisfaction and retention. Introduced SLAs to govern the booking of creative work and formulation of estimates.*
- *Maintained projects within budget by establishing a budget reporting process and monthly revenue recognition report, which positively influenced future project scoping and pricing.*

2021 to 2021 • THE ABM AGENCY | REMOTE

The ABM Agency is a global full service agency that specializes in account based marketing, demand generation, and lead generation for businesses ranging from Mid-Market companies to enterprise corporations.

Project Manager

Orchestrated and executed account-based marketing projects for clients that included Headspring, Dassault Systems, Okta, Manhattan Associates, and corporations across various industries. Coordinated with contractors and vendors to develop websites and landing pages aligned with the needs of clients.

- *Customized and led internal training on the use of the Canto digital asset management platform. Wrote documentation and produced training modules and videos to serve as an ongoing resource.*

Early Career

Assistant Director of SFA, University of Hartford, West Hartford, CT

Office & Events Coordinator, University of Hartford, West Hartford, CT

EDUCATION & CREDENTIALS

UNIVERSITY OF HARTFORD

Master of Business Administration, Concentration in Marketing

BERNARD BARUCH COLLEGE

Bachelor of Arts Degree in English

Gen AI for Everyone - DeepLearning.AI

Content Marketing – HubSpot Academy

Social Media - HubSpot Academy

Google Ads Display Certification

Google Tag Manager Fundamentals Certification

TECHNICAL PROFICIENCIES

Salesforce, Monday.com, Zapier, Slack, Canto, Asana, Smartsheet, OpenAir, Knack, WordPress, Buzzsprout, Riverside, Airtable, Unito, Jira, WebEx, Strapi, HubSpot, On24