

# Jayna Fey

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Philadelphia, PA

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I'm a team leader, strategist, and PM fueled by 10+ years of creating and overseeing scalable hybrid and remote teams. I bridge gaps between leadership and employees, clients and agencies, platforms and users, to create alignment, continuity of strategy, and quality of work. With a breadth of experience, I bring diverse in-the-trenches practice, intuitive business intellect, creativity, and tough love to every initiative I touch.

## Skills

Change Management • Systems, Tool Implementation • Client Management • Team Leadership • Stakeholder Alignment • Workshop Facilitation • Training & Onboarding • Data Analysis & Insight Generation • Creative, Technical, & Requirements Writing • SOW, Estimate Creation

## Education

### Bachelor's Business Administration

Temple University Fox School of Business

**Major:** Entrepreneurship + Innovation Management

**Minor:** Marketing

**Tools** \*Represents SysAdmin

### Project Management:

Airtable\* Asana\* • JIRA\* •, Confluence\* • Team Gantt\* • Harvest\* • Forecast\*

## Experience

### Director of Organizational Development

Eastern Standard | Mar 2021 - Present | Remote

- Direct change management for diverse, cross-departmental initiatives: create/optimize deliverables and delivery methods; KPI implementation; sales and HR pipeline optimization/implementation; LOB definition.
- Lead central oversight of project resourcing and allocations across engagements and departments totaling \$5M+; identify hiring and team structure needs
- Manage, lead hiring + onboarding for Client Services department of ~10 direct reports Creative and Technical PMs, AMs, and Account Coordinators from entry-level to senior. Conduct biweekly 1:1s, 6 mo, and annual reviews.
- Restructured client services dept from sole "Producer" role, implemented project and account management practice; created entry-level roles for internal talent development + promotion as well as to increase engagement margins.
- Redefined baseline retainer structures, budgets, delivery teams, sales activities, and retainer services towards scalability and increased revenue and profit margins.

### Lead Producer (Project Manager)

Eastern Standard | Aug 2020 - Mar 2021 | Remote

- Generate strategy deliverables and decks framing recommendations, goals, and client deliverables for optimal client value; guide marketing and UX researchers and strategists to ensure continuity of strategy on long-term projects + retainers.
- Create, review, and collaborate on SOWs with Business Development Team.
- Engineer detailed, flexible project plans from SOWs to delegate to PMs, oversee PMs; delegate relationship + project strategy to PMs for keystone projects/clients.
- Manage and grow flagship client relationships; grew keystone project from \$250k to \$500k by realigning client perception of stakeholder alignment and digital needs.
- Lead implementation of agile-hybrid delivery; goal setting, feature set definition, and requirements definition to better align Discovery, UX, Design, and Implementation.

### Producer (Project Manager)

Eastern Standard | Sep 2019 - Aug 2020 | Philadelphia • Remote

- Manage, consult client and internal teams, ensure delivery and quality of work with budgets from \$50k-\$500k+ ranging from marketing, SEO, audience + UX research and testing; analytical reports; branding; print; web design; CMS implementation.
- Lead and facilitate client stakeholder alignment and discovery workshops to identify client success metrics and project goals; ensure end-to-end continuity of strategy.
- Direct sprint planning, requirements writing, stand-ups; create + manage Jira tickets.

### Strategic Account Manager

SkyBound Marketing | Oct 2018 - Oct 2019 | Philadelphia • Raleigh • Remote

- Implement new annual client retainer services, planning, and management. Rescoped and rewrote core client retainer contracts up to \$300k/year.
- Build and lead Brand & Marketing Audit process, create supporting sales collateral, and pitch to land new contracts and revenue.

## CMS + Web:

Drupal 7-9, Shopify, WordPress • Figma, Sketch, InVision • MS Clarity, FullStory, Optimal Workshop, Crazy Egg • Google Analytics, Moz, Ahrefs, Lighthouse, SiteSort, ZeroHeight

## General:

Microsoft Office, Google Suite, Advanced Google Sheets + Excel, Zapier

## Clients of Note

BCorp • Campbell's Soup Company • Goddard Schools • IQVIA • Mirimichi Green • NYU • Radial Inc., a Bpost company • Resource REIT Inc. • Starr Restaurants • Teach for America • Temple Health Systems • Temple University • Wharton School • Yale University

## Professional Development

**She Steps Up** *Co-Founder*  
'19-'21 Plan & execute professional development events for women, trans and non-binary folks, from career and resume workshops to networking happy hours and guided conversations with expert panels our team leads and assemblies.

**Ladies Get Paid** *Ambassador*  
'18-'19

## Writing

- ["For Equal Pay Day, here's how to negotiate to get paid"](#) Philadelphia Inquirer
- ["Resolve Conflicts In The Workplace With These 12 Techniques"](#) The Digital Project Manager
- [What To Expect from Your Project Manager](#) Push10

## Digital Producer & Strategy Consultant

Contractor | Mar '18 - Sep '19 | Philadelphia • Remote

- Lead strategy, presentations, and manage clients on web design, social media management, and content strategy (video, photography, copy) engagements.
- Create and optimize workflows for in-house and contract teams, including project structure, tech stack, role definition, scoping and business development, client management best practices, etc.

## Digital Project Manager

Push10 Inc. | Jun '17 - Mar '18 | Philadelphia

- Manage clients, internal, and contractor teams on brand identity, user experience strategy, web design, WordPress and web application projects from \$15k-\$150k+.
- Lead internal and client-facing workshops. Collaborate directly with Creative Director, Strategists, and Designers to generate creative and strategic deliverables.
- Implemented agency's first actionable project and allocation forecasting system, trained PM & delivery teams and identified key metrics for team utilization.

## Digital Project Manager

Compass (Venture for America Sponsored) | May '16 - Jun '17 | Philadelphia

- Create and document client website and marketing goals; generate content, sitemap & web strategy; act as the central point of contact for clients & teams.
- Build and manage teams of freelance designers, WordPress developers, and copywriters; provide art direction and keep content and execution strategy-aligned, across ~20+ concurrent website projects.
- Collaborate with agile product team; report user insights and recommendations.

## Digital Marketing Strategist

Independent Contractor | Jan '13 - May '16 | Philadelphia • Remote

- Utilize industry and secondary consumer research to strategize and execute brand guidelines; lead asset creation with clients and third-party vendors.
- Create actionable marketing/social media programs, content guidelines, web presence, and SEO best practices catered to small businesses.

## Assistant General Manager

Tria Taproom | Jul '15 - May '16 | Philadelphia

- Manage staff of 20+ associates, and 4 junior managers; interview candidates and direct 30-day, 6-month & annual reviews. Lead onboarding and weekly staff training.
- Analyze P&L statements, store financial data, guest and product metrics to identify revenue-driving initiatives and cost-honing practices at store level.

## Public Relations Associate (Internship)

The Door | May '13 - Aug '13 | Philadelphia • NYC

- Research, create, and document emerging social platform content guidelines for lifestyle, food and beverage, entertainment, and music clients.
- Execute client initiatives ranging from market and audience research; content strategy and creation; data and performance analysis.