

Kate Brown

Marketing Project Manager

United States | [LinkedIn](#)

CAPM-certified project coordinator with experience managing cross-functional initiatives across technology, facilities, and academic environments. Skilled in project scheduling, stakeholder communication, process improvement, and Excel-based tracking.

EXPERIENCE

Marketing Project Manager

May 2026 — Present

Techtum AI

Orlando, FL

Coordinated 4 concurrent projects across 5 functional areas managing 10+ deliverables and 6 team members. Led planning and execution of the 5-month Apex product launch with 40 deliverables and 3 major milestones. Developed 4 standardized workflows for research, content, design, and publication that reduced review/approval turnaround from 30+ days to 4 days and increased on-time completion to 98.5%. Maintained project schedules, trackers, status reports, and escalated issues as needed. Gathered and synthesized requirements from 15+ stakeholders and investors.

Resident Assistant

May 2025 — Aug 2025

Rollins College Residence Life Office

Winter Park, FL

Managed day-to-day operations and communications for a 125+ resident community. Planned and delivered 4 resident programs serving 80+ participants. Administered \$500 in programming funds tracking purchases and reimbursements. Assessed and escalated 10+ incidents and policy matters. Served as primary point of contact during coverage periods, coordinating responses from residents, leadership, and campus resources.

Resident Assistant and Facilities Manager

Aug 2024 — Aug 2025

Rollins College Residence Life Office & Chi Omega

Winter Park, Florida, United States

Coordinated facilities operations for a 25-resident property, managing 20+ maintenance and service requests through completion. Coordinated 4 internal and external vendors, handled insurance documentation, and prioritized issues by urgency and impact. Coordinated 8 educational programs with 30-65 attendees, achieving highest attendance rates in the area. Implemented post-event survey process that increased attendance by 50%. Served as liaison between Chi Omega leadership and Residence Life on jointly-managed property matters including renovation planning.

Peer Mentor

Aug 2023 — Dec 2023

Rollins College

Winter Park, Florida, United States

- Supported onboarding and transition of first-year students, providing guidance and fostering an inclusive residential environment
- Coordinated engagement programming and collaborated with campus staff to support student retention initiatives
- Responded to student crises, assessing needs and connecting individuals to appropriate academic and wellness resources for timely resolution

Inclusion Chair

Feb 2023 — May 2023

Chi Omega Upsilon Beta

Winter Park, Florida, United States

- Directed organizational initiatives for a 90+ member chapter, coordinating priorities, deadlines, and responsibilities across a 9-member executive team and 22 committees/officers.
- Led 25+ initiatives spanning operations, events, membership, facilities, philanthropy, and scholarship, coordinating timelines, responsibilities, stakeholder communication, and execution.
- Supported oversight of a \$25,000 annual operating budget across 50+ initiatives and events, helping prioritize resources and coordinate spending.
- Standardized operating documents and procedures to clarify responsibilities, deadlines, approvals, and documentation requirements across chapter leadership.

Vice President

Feb 2023 — Jan 2024

Chi Omega Fraternity

Winter Park, FL

Directed organizational initiatives for a 90+ member chapter, coordinating priorities across 9 executive leaders and 22 committees. Oversaw a \$25,000 annual operating budget and led 25+ initiatives spanning events, membership, operations, and philanthropy. Standardized operating documents and bylaws clarifying responsibilities and deadlines. Planned and facilitated 10+ strategic planning meetings. Improved chapter GPA by 1.3 points through clearer academic expectations. Coordinated Make-A-Wish philanthropy initiative that raised \$15,000.

Receptionist

Nov 2020 — Jun 2021

Ava Nail & Lash Spa

Orlando, Florida, United States

- Managed front-desk operations in a high-traffic environment, ensuring efficient scheduling and client flow
- Coordinated appointment booking and responded to customer inquiries, maintaining a high level of organization and service
- Maintained inventory tracking and supported client onboarding to ensure a smooth and consistent service experience

EDUCATION

Rollins College

Aug 2021 — Jun 2026

Bachelor of Arts - BA in Business Management

Activities and societies: Member of Chi Omega

Microsoft PowerPoint, Microsoft Word and +1 skill

PROJECTS

Designed and implemented structured project workflow for Techtum.ai's marketing team, Marketing Workflow & Operations | Techtum.ai

Established clear project stages, responsibilities, and handoff processes across research, content development, design, and publishing. Mapped team workflows and dependencies to improve visibility into progress and ownership. Developed standardized processes for task assignment and deliverable management using centralized project management tools.

Led multi-phase launch for Techtum.ai's first product — an intelligent operating environment for company knowledge management, Apex Product Launch & Go-to-Market | Techtum.ai

Defined scope and timelines across three project phases: campaign launch, educational content rollout, and beta tester acquisition. Coordinated cross-functional execution across marketing, sales, and technical teams. Conducted full go-to-market planning including competitor analysis, market analysis, PESTEL and SWOT assessments. Managed relationships with 15 beta participants through calls and structured feedback sessions to inform product refinements.

Led data-driven analysis project examining professional skills gaps for academic program improvement, Professional Skills Gap Analysis | Rollins College

Managed 120-day project from charter development through stakeholder presentation. Developed formal project charter identifying scope, stakeholders, and success criteria. Built structured data collection process with 100+ participants and analyzed 100+ survey responses using Excel PivotTables and formulas. Developed 10 major findings and presented methodology and recommendations to the Rollins College Learning Assurance Board. Delivered on schedule and met all milestone deadlines.

CERTIFICATIONS

Microsoft Excel 2019 Introductory, Credly by Pearson

Mar 2024

Certified Associate in Project Management (CAPM)®, Project Management Institute

SKILLS

Certified Associate in Project Management (CAPM) · Process Implementation · Cross-functional Collaborations · Agile & Waterfall Methodologies · Positioning (Marketing) · Go-to-Market Strategy · Strategic Marketing Management · Business Development · Marketing Communications · Interpersonal Communication · Microsoft Outlook · Cross-functional Team Leadership · Canva · Senior Stakeholder Management · Microsoft PowerPoint · Artificial Intelligence (AI) · Microsoft Word · Project Coordination · Collaborative Leadership · Trello · Microsoft Planner · Microsoft Excel · Planning & Scheduling · Operational Efficiency · Program Development · Proactive Monitoring · Customer Relationship Management (CRM) · Interpersonal Leadership · Time Management · Leadership Development · Workflow Management · Project Stakeholder Management · Team Coordination · Task Management · Program Coordination · Operations Process Improvement · Reporting & Analysis · Program Delivery Management · Strategic Communications · Risk Management · Vendor Management · Project Planning · Cross-functional Coordination · Stakeholder Engagement · Leading Meetings · Data Analysis · IBM SPSS Statistics · Scope Definition · Milestone Tracking · Deliverable Tracking · Budget Tracking · Expense Tracking · Vendor Coordination · Procurement · Project Documentation · Risk & Issue Tracking · Status Reporting · Stakeholder Communication · PivotTables · Formulas · Charts · Teams · ClickUp · Jira · Smartsheet · MS Project