



## SHELBY SAND

Project Manager & Digital Operations Specialist | Marketing Strategy | Performance Optimization

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### SUMMARY

Project manager and digital operations specialist with a background in marketing strategy and creative leadership. Experienced in leading cross-functional projects, executing digital campaigns, and managing workflows across media production, advertising operations, and content development. Known for translating strategy into clear plans, aligning creative and technical teams, and delivering measurable results.

### CORE SKILLS

**Project Management & Digital Operations** • Marketing Coordination • Campaign Management • Advertising Operations • Digital Advertising Platforms (CTV / OTT / Display) • Google Ad Manager • SEO & SEM • Email Marketing • Performance Reporting & Analytics • Data Analysis & Visualization • Cross-Functional Communication • Workflow & Process Optimization • Asana • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) • Microsoft Office • Canva

### WORK EXPERIENCE

#### Salem Media Group

2021 – 2025

##### *Digital Operations & Marketing Project Manager*

- Managed end-to-end execution of national and local digital marketing campaigns across 35+ markets, overseeing timelines, deliverables, and cross-functional coordination between sales, creative, and operations teams.
- Owned digital traffic and provisioning workflows for CTV/OTT, Google Ad Manager, YouTube TV, websites, newsletters, paid social, and display advertising, ensuring platform compliance and on-time launches.
- Partnered with marketing and sales stakeholders to translate campaign strategy into executable plans, balancing creative requirements with technical specifications and performance goals.
- Monitored campaign performance using industry best practices; analyzed data to optimize delivery, troubleshoot issues, and improve efficiency across recurring campaign types.
- Produced custom analytics reports and performance summaries for internal teams and external stakeholders, translating raw data into clear insights and recommendations.
- Supported creative production and campaign asset development using Adobe Creative Suite and Canva, collaborating with designers and content teams to meet platform requirements.
- Streamlined internal workflows and documentation to improve campaign turnaround time, reduce errors, and support scaling of national digital offerings.
- Trained and onboarded new team members on digital advertising operations, tools, and processes following departmental reorganization.

#### Movie Poster Archives

2019 – 2021

##### *Marketing & Creative Operations Manager*

- Led marketing, content, and creative operations for a niche digital media brand, managing cross-functional initiatives spanning branding, communications, SEO, and digital content production.
- Owned end-to-end execution of marketing projects, including campaign planning, content calendars, asset development, timelines, and launch coordination, ensuring consistency across channels.
- Developed and executed digital marketing strategies to grow audience engagement and site traffic, leveraging SEO, email marketing, social media, and website optimization.
- Coordinated multiple concurrent projects by defining scope, priorities, and deliverables, balancing



creative ambition with operational constraints.

- Analyzed performance data and audience behavior to inform content strategy, optimize campaigns, and guide editorial and promotional decisions.
- Wrote and edited long- and short-form content, including marketing copy, promotional materials, and editorial summaries, ensuring clarity and audience relevance.
- Supported brand repositioning and communications initiatives, helping define messaging frameworks and visual direction during periods of organizational growth and transition.
- Maintained relationships with contributors, partners, and internal stakeholders, acting as a central point of coordination between creative, marketing, and operational needs.

## **University of Louisiana at Lafayette**

**2018 – 2020**

### *Instructor & Teaching Assistant – Media Production & Strategic Communication*

- Designed, proposed, and secured university approval for a new media production course, which reached full enrollment in its first offering; led end-to-end instruction including syllabus design, curriculum development, and assessment.
- Taught hands-on courses in audio and video production, including recording, editing, broadcasting, and post-production workflows, emphasizing real-world techniques and production standards.
- Delivered instruction in Adobe Creative Suite tools, including Illustrator, Photoshop, InDesign, After Effects, and Audition, supporting both technical skill development and creative execution.
- Managed and mentored two undergraduate teaching assistants, delegating instructional support tasks, coordinating grading workflows, and maintaining consistent course delivery.
- Led project-based coursework for adult learners and emerging professionals, guiding students through planning, execution, and critique of creative and media projects.
- Provided structured feedback on creative and technical work, helping students improve clarity, quality, and production readiness.
- Coordinated course logistics, schedules, and communications across multiple sections, maintaining organized systems to support instruction and student outcomes.

## **EDUCATION**

**Project Management Institute** – Project Management Professional Certificate (PMP), In Progress

**University of Louisiana at Lafayette** – M.S., Strategic Communication

**University of Louisiana at Lafayette** – B.F.A., Graphic Design