

Vikash Reddy

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908.770.5880 • Montclair, NJ

Highly motivated and results-oriented Project Manager with 8 years of experience driving success across diverse B2B and B2C projects. Expertise in streamlining workflows, optimizing resources, and achieving measurable outcomes through data-driven decision making and clear communication. Seeking a dynamic new challenge where I can leverage my proven skills and passion for exceeding expectations across any industry.

Methodologies: Waterfall, Agile/Scrum

Tools: Asana, JIRA, Confluence, GSuite, AirTable, Box, Monday.com, Notion, Microsoft Project, Harvest/Forecast

Proficient in: Microsoft Office Suite, Slack, Constant Contact, MailChimp, Google Analytics, Drive, SEO, Jira/Confluence, Hootsuite, Drupal, Wordpress, Facebook, Twitter, LinkedIn, Instagram, Canva, SquareSpace

Professional Experience

Reds Digital, LLC; Marlboro, NJ

June 2018 to Present

Freelance Creative Project Manager

Founded and led a creative project management firm, specializing in aligning marketing strategies with client goals. Collaborated with stakeholders across various industries, including PM4Change, Barbarian, and Helios Electric, to ensure project success and exceed expectations in a dynamic environment.

Key Accomplishments:

- Spearheaded seamless digital transition for small business during ownership change, building trust and exceeding expectations through proactive communication and brand consistency across platforms (website & social media). Managed vendor relationships to ensure smooth execution and cost-effectiveness.
- Continuously monitored and analyzed landing page performance, implementing data-driven improvements based on audience feedback and analytics. Successfully integrated the landing page into broader digital campaigns, optimizing reach and conversion rates across email, social media, and online advertising channels.
- Oversaw development and execution of a technical blog content strategy, utilizing SEO best practices to achieve 25% average engagement and 10% keyword ranking improvement. Demonstrated adaptability by crafting a compelling social media narrative aligned with the organization's mission, resulting in 10% follower growth and 5% engagement increase.
- Led website redesign from conception to launch for electrical engineering firm, optimizing user experience and SEO strategy. Built and managed social media presence from scratch, growing it to 15% followers yearly and engaging audience with industry-relevant content. Utilized analytics tools to track performance across websites, blogs, and social media, delivering data-driven insights to maximize marketing ROI.
- Collaborated seamlessly with internal teams (design, development, event management) throughout project lifecycles to ensure brand consistency and achieve project goals.

HelloFresh; New York, NY

January 2021 to April 2023

Project Manager; Customer Experience

Spearheaded initiatives to enhance efficiency and drive sustainable process improvements within the Customer Experience team. Managed strategic projects, including implementing cutting-edge technology to support customer service functions.

Key Accomplishments:

- Designed and implemented PMO deliverables (project plans, timelines, risk registers) for the entire customer experience team, streamlining workflow and enhancing transparency. Reduced project planning time by 5% and improved team communication by 15%.
- Spearheaded the introduction of a new brand within the customer experience team, seamlessly collaborating with diverse stakeholders across customer service, vendors, engineering, and marketing.
- Evangelized Agile methodologies within the customer experience team, streamlining the approval process and boosting team responsiveness. Reduced lead times by 10% and proactively identified potential bottlenecks through risk management, strengthening resourcing and mitigating delays.
- Implemented and analyzed customer feedback channels (surveys, reviews, social media), identifying key pain points and driving actionable improvements based on customer insights.
- Fostered a collaborative and supportive environment within the customer experience team, promoting effective communication and knowledge sharing. Increased team morale and facilitated individual skill development through mentorship programs.

RAUXA; New York, NY

January 2020 to May 2020

Integrated Producer

Led large-scale project initiatives utilizing Agile Scrum techniques. Managed a 12-member team of developers, QA personnel, and account coordinators to produce B2B emails for this branding and marketing strategy firm.

Vikash Reddy

Key Accomplishments:

- Leveraged Agile methodologies to effectively estimate project resource needs and schedule development sprints, ensuring efficient allocation of developer, QA, and account coordinator time across multiple B2B email production initiatives. Delivered all projects on time and within budget, consistently exceeding client expectations.
- Implemented strict project management tools and communication protocols to maintain complete visibility on progress, proactively identify and mitigate risks, and adapt to changing requirements. Successfully delivered all projects within designated timelines, fostering seamless client collaboration and exceeding project goals.
- Continuously sought new ways to improve B2B email production processes, implemented innovative solutions, and embraced new technologies to drive efficiency and optimize campaign performance.

160over90; Philadelphia, PA

May 2018 to January 2019

Digital Project Manager

Orchestrated large-scale, cross-organizational digital programs, including corporate websites, content marketing, and website tech improvements. Clients included Audi, HSBC, and Eagles.

Key Accomplishments:

- Led and coordinated large-scale, cross-departmental digital programs (websites, content marketing, tech upgrades) for various type of clients. Collaborated seamlessly with technical teams (developers, engineers) and business stakeholders (marketing, executives) to translate complex tech into actionable strategies, ensuring alignment with overarching digital goals.
- Established clear timelines and milestones for complex projects, implementing Agile methodologies to track progress and manage dependencies effectively. Proactive communication and risk mitigation strategies ensured all projects were delivered on time and within scope, exceeding deliverables and client satisfaction.
- Collaborated with technical and creative teams to accurately estimate resource requirements for large-scale digital programs, including corporate websites, content marketing campaigns, and website technology upgrades. Proactive resource allocation ensured efficient execution and avoided budget overruns, consistently delivering projects within 5% of original estimates.

3Advance; Washington DC

September 2016 to January 2018

Project Coordinator

Recommended strategies that would provide for more visibility of the company's brand by using digital and integrated methods. Oversaw a team of six employees in the execution and completion of projects that included mobile/web applications and website design. Clients Include: AARP, Teambuildr, Newseum.

Key Accomplishments:

- Orchestrated meetings and tasks, reducing project duration by 12% for 3 projects.
- Implemented a tracking system to monitor project budget, timeline, and progress.
- Developed and executed content release campaigns and other marketing efforts to support key initiatives, leveraging the latest social technology for maximum reach to the small business community.

Internships & Contract Work

Metro Exhibits • Parsippany, NJ • December 2015 to May 2016; Marketing Coordinator

SecureDB Inc • Herndon, VA • February 2015 to September 2015; Digital Marketing Manager

AARP • Washington DC • August 2014 to January 2015; Project Manager

PPS Infotech • Washington DC • November 2012 to August 2014; Digital Business Analyst

Ohaus Corporation • Parsippany, NJ • February 2012 to May 2012; Marketing Coordinator

New Jersey Devils • Newark, NJ • September 2010 to February 2011; Marketing Intern

Moberg Pharma • Parsippany, NJ • February 2008 to August 2009; Marketing Assistant

Education & Certifications

Master of Business Administration

Montclair University School of Business • Montclair, NJ

Bachelor of Science

Temple University • Philadelphia, PA

Google Project Management (Coursera) • Google UX Design (Coursera) • Google Data Analytics (Coursera)

Certified Scrum Product Owner • Certified Scrum Master