

Maggie B. Pendergrass

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Experience:

Senior Account Manager / Account Services Leader

Tayloe/Gray (May '22 – current)

- Led Account Services team of 4 while coordinating with leadership daily and coordinating client initiatives of 150+ small, mid-size, and enterprise level clients.
- Managed onboarding and HR development through facilitating trainings and employee advocacy for 20+ person team, including vendors and contractors.
- Directed company account operations such as annual performance analysis, process improvement, and quantitative and qualitative KPI analysis.
- Developed job aids, process documentation, technical documentation, and employee guides to better support company growth and accountability.
- Supported account team to maintain and exceed client revenue through development and implementation of high-level marketing strategy.
- All responsibilities associated with the Account Manager role.

Account Manager (Mar. '21 – Apr. '22)

- Managed 20+ clients averaging \$100k in monthly billables.
- Led the development of marketing roadmaps and go-to-market (GTM) concepts from discovery to production and implementation with multiple departments and vendors.
- Directed marketing strategy with deep understanding of client needs, market trends, and defined metrics.
- Managed project management, production execution and monitoring of client activity and requests.
- Provided creative, production, media, public relations and interactive department personnel with well-documented input, support data and production materials as required.
- Prepared client invoices, proposals, marketing communications and strategic marketing plans, media, and public relations plans.
- Developed trainings and departmental documentation to support organizational readiness and communication.

Marketing & Account Coordinator

Springer Studios, LLC (Nov. '19 – Mar. '21)

- Developed a comprehensive marketing strategy from beginning to end including social media, pay-per-click (PPC), content marketing, and print media for Springer Studios and its clients.
- Managed lead generation, company sales, account management, and client retention while attending local networking events and conferences on behalf of the company.
- Executed client CMS trainings and organized specific technical walk-throughs for leadership for ongoing maintenance, editing, and management of websites and marketing initiatives.
- Coordinated project flow and content management for websites, graphic design, video/photo, and marketing, while reporting on internal and client analytics, ad, and engagement on regular schedules.

Liberty Mutual Leave Services (until 2018)/Lincoln Financial Group (after acquisition):

Senior Disability & Leave Case Manager (Apr. 16 – Feb. 19)

- Responsible for over 3000 maternity, paternity, critical care, military, and paid parental leave claims and leaves for Wells Fargo (specific state leaves and claims included, ex. Hawaii)
- Created 20+ job aids that streamlined communication and workloads for a more timely and efficient process for areas such as: task and performance management, customer service, and calculations.

- Maintained an YTD Average of 99% processing time for letters, tasks, and documents and an average determination time of 3 (versus the goal of 8).

Leave Services Specialist (Aug. 15- Apr. 16)

- Managed active, open, and denied Family Medical Leave Act Leaves.
- Facilitated the on-the-job training and job aid implementation for interns and temps.
- Provided a successful customer experience working with client's upper-level management and leadership.

Education:

Queens University

Master of Art in Communication (Digital Communications & Media)

East Carolina University

Bachelor of Science in Communications (Public Relations)

Soft Skills:

Marketing Strategy | Organization & Crisis Management | Business Development | Campaign Development & Execution | Project & Product Management | Data Analysis | Research & Development | Podcast & Digital Content Strategy | Training & Onboarding | Recruiting | Digital Marketing | Public Speaking

Hard Skills:

Adobe Creative Suite | DSLR & Film Photography | Content Management Systems | Social Media Management | AP/Social Content Writing | Google Business Suite | Microsoft Office Suite | Discord & Slack | Content Creation & Streaming Platforms

Involvement:

- *Alpha Omicron Pi (AOII) Fraternity:*
 - Elon University AOII Alumnae Advisory Committee – Philanthropy Advisor (2015- 2020); New Member Education Advisor (2020 – 2021); Operations & Administration Advisor (2021 – present)