

Mallory Barnes

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Summary

Marketing program manager with 4+ years of experience running campaigns end-to-end for consumer, tech, and enterprise brands. Combines strategic instincts with hands-on operational rigor across creative production, cross-functional coordination, and client management.

Education

Dartmouth College

Graduated June 2023

BA in Environmental Studies · Minors in Psychology and Human Centered Design

Experience

Starfish Branding & Creative Communications Agency, New York NY

Aug 2025 – Present

Account Executive · Feb 2026 – Present

- Manage 5-7 concurrent projects daily across multiple clients including Apollocare, PebblePost, Ropes and Gray, and Factor, coordinating multiple vendors per client, delivering 20+ outputs per week ranging from same-day turnarounds to multi-month programs.
- Oversee \$250K+ in monthly client billing, managing all invoicing, purchase orders, and financial reconciliation across active accounts to ensure accuracy and on-time processing.
- Own end-to-end video production for high-visibility projects in the \$50K-\$100K range, managing briefs, talent coordination, freelancer oversight, shoot logistics, post-production workflows, and final asset delivery across 10+ productions.
- Spearhead the agency's proprietary AI framework for brand discoverability, developing content strategy and website restructuring recommendations for clients based on how AI systems discover and surface brands, driving measurable improvements in organic AI-driven visibility.
- Maintain all project status documentation and production calendars across concurrent accounts, proactively identifying risks and implementing contingency plans to protect timelines and scope.

Assistant Account Executive · Aug 2025 – Feb 2026

- Coordinated timelines, asset tracking, vendor communications, and stakeholder approvals across multiple concurrent projects, serving as the operational backbone for account teams across consumer, professional services, and healthcare categories.
- Managed production documentation, status reporting, and early billing support, developing hands-on familiarity with financial reconciliation, PO management, and budget tracking.

WPP Media Wavemaker, New York NY

Aug 2023 – Aug 2025

Digital Marketing Senior Associate · Oct 2024 – Aug 2025

- Led campaign strategy and execution for a \$3MM/quarter portfolio across Tiffany and Co., Audible, Coinbase, SeatGeek, IKEA, and Deloitte, consistently hitting KPIs across full-funnel campaign types including awareness (VCR, brand lift, CTR) and performance (ROAS, CAC, CPA).
- Tracked project metrics, team capacity, and deliverable status across concurrent workstreams, optimizing resource allocation and flagging risks before they impacted delivery timelines or budget.
- Managed cross-functional briefings across creative, media, PR, and account teams, ensuring alignment on priorities and brand standards across all active campaigns.

Digital Marketing Associate · Aug 2023 – Oct 2024

- Executed 20+ integrated marketing campaigns across retail and consumer categories, maintaining production calendars, tracking asset versions, and coordinating internal teams and external partners to ensure on-time, on-brief, on-budget delivery.

DALI Lab, Hanover NH

User Experience Designer

Sep – Dec 2022

- Brought a client product from pitch to functional app in 4 months using human-centered design methodology, leading 25+ user interviews, iterative usability testing, and stakeholder reviews across a cross-functional team.
- Presented a product demo to stakeholders, communicating design rationale, feature decisions, and project outcomes with clarity.

Skills

Program Management: Campaign planning and execution, critical path management, risk mitigation, contingency planning, change management, capacity planning

Cross-functional: Stakeholder alignment, meeting facilitation, vendor management, cross-team coordination, status reporting

Tools: Wrike, Asana, Trello, ClickUp, Monday.com, Google Workspace, Microsoft Office, Figma