

Kelley Rutland

17631 Huffmeister Rd., Cypress, TX 77429

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CAREER SUMMARY

Experienced and detail-oriented professional with strong planning and organizational skills. Able to balance work, team support and leadership responsibilities while meeting objectives in a timely and professional manner. Seeking opportunities in operations, project and/or resource management to apply and advance my management skills to maximize contributions to an organization's success.

EXPERIENCE

Weatherford, Houston, TX

February 2008 – May 2017

Currently the world's fourth largest company of its kind, Weatherford provides innovative solutions, technology, and services to the oil and gas industry, and operates in more than 100 countries.

Marketing Operations Manager

March 2016 – May 2017

- Ensured effective use of creative resources at all times, including direct management of the marketing production supervisor and two animators/illustrators who create on average 50 3D and 2D deliverables each year, saving the department money and reducing outsource costs
- Prioritized an average of 300 ongoing projects for a creative resources team of 14, based on corporate goals
- Optimized cloud-based project management system as sole administrator to fit the needs of an ever-changing department structure, creating efficiencies for all users
- Administered and upheld company and department policies and procedures, ranging from due diligence in the engagement of project-specific vendors to defining the process for converting hundreds of brochures to presentations for sales support
- Developed marketing operations budget for over \$100K; provided variance analysis of overall department budget
- Coordinated and supported marketing writers' mentor program, with four participants who, on average, produced copy for at least 15 documents per week in support of global, corporate, product line and regional initiatives
- Partnered with procurement team as the company-wide marketing liaison for print during transition to the company's new preferred global provider of printing and fulfillment services; implementation included the introduction of a worldwide digital storefront and "shopping cart" experience for printed materials throughout the company
- Sourced and negotiated terms for the execution of consulting agreements with over 20 creative services vendors in 2016, with continued sourcing and contracting as needs arose

Marketing Production Manager

April 2014 – March 2016

- Coordinated and conducted new-employee orientations and ongoing monthly educational meetings for corporate and global creative services team members, emphasizing the importance of brand integrity and sharing best practices
- Managed the implementation of department's Quark content management system; worked with vendor to "templatize" more routine deliverables into HTML forms for ease of content reuse
- Managed the creation of templates for three new collateral types, enhancing the ability of marketing managers to support their internal clients' sales initiatives
- Transitioned two collateral types—case histories and technical specification sheets—to a self-service model, precluding the need for a graphic designer's services, thereby accelerating development time and freeing designers to produce more visually based collateral

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- Maintained relationships with more than 20 third-party vendors of creative services, including graphic design, model-building, multimedia, translation, and writing

Marketing Production Supervisor

November 2011 – April 2014

- Supervised two marketing associate project managers and a traffic coordinator and coordinated a virtual team of 20 creative resources, including writers, editors and graphic designers, to monitor day-to-day activities, manage workflow and ensure timelines met requested deadlines
- Enforced project and approval processes for collateral from initiation to publication, continually seeking ways to maximize quality and timely delivery

Marketing Traffic Coordinator

February 2008 – November 2011

- Ensured timely and efficient workflow, resource allocation, and performance reporting of approximately 700 active marketing collateral projects from initiation to publication and delivery, using a project management system
- Fielded, screened, scoped, and processed project requests from 20 marketing managers who represented about 75 product lines and eight regions worldwide

QuestCorp Media Group, Richardson, TX

November 2005 – October 2007

Dallas-based QuestCorp Media Group produced more than 100 high-impact corporate magazines and newsletters for a wide range of organizations throughout the United States and Canada.

Production Manager

March 2007 – October 2007

- Routed magazines through design, proofing, approval, and printing stages, enhancing interdepartmental communication

Associate Editor

August 2006 – February 2007

- Managed the writing, copyediting, and design of 20 publications

Editorial Assistant

January 2006 – July 2006

- Proofread article drafts and magazine proofs; wrote sidebars, fact boxes, and sales announcement letters

Traffic/Sales Assistant

November 2005 – December 2005

- Assisted advertising traffic and sales coordinators

EDUCATION

- Texas A&M University, College Station, Texas
Bachelor of Science in Journalism

SKILLS

- Project and resource management
- Microsoft Word, Excel, PowerPoint, Outlook, Access, Project and SharePoint
- Workfront project management system administration
- Completed continuing education classes in 2010 Microsoft applications, including SharePoint site-owner training
- Copy-editing, using *Associated Press Stylebook* and *Chicago Manual of Style*