

MARIS MORENO

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PROFILE SUMMARY

Hi! I'm Maris, a detail-oriented and people-driven project manager with a background in digital marketing, UX, and creative strategy. I thrive on bringing structure to fast-moving environments and helping teams stay aligned, supported, and focused. Whether I'm building internal systems, coordinating complex deliverables, or creating clarity across teams, I lead with empathy, clear communication, and thoughtful problem-solving. I'm seeking a project management role where organization, collaboration, and people-first thinking intersect.

EDUCATION

Google Project Management Course

Professional Certificate | Expected: 2025

The University of Texas at Austin

M.A. Advertising | Graduated: May 2021

Relevant Coursework: Media Management, Account Planning

Texas A&M University

B.B.A. Marketing | Graduated: May 2019

Relevant Coursework: Consumer Behavior, Principles of Marketing, Advanced Retail Case Study, Financial Management, Strategic Retailing

PROFESSIONAL SKILLS

- Project Coordination & Workflow Management
- Cross-Functional Collaboration
- Clear & Empathetic Communication
- Process Improvement & Documentation
- Google Workspace & Notion
- Slack, Teams & Asana (familiar)
- Attention to Detail & Quality Control
- Creative Operations & Systems Thinking

PROJECT MANAGEMENT EXPERIENCE

Capstone Collegiate Properties

Accounts Project Manager | Feb – Aug 2019 & Jun – Aug 2020
College Station, TX

- Designed a multi-sheet operational tracker to monitor unit readiness, walkthrough status, and maintenance progress across 1,000+ units
- Organized all damage assessment paperwork, creating a clear workflow between student workers, management, and accounting
- Created and maintained a live "go-ahead" list for maintenance teams, reducing delays and miscommunication during move-out season
- Scheduled FaceTime walkthroughs and coordinated student worker coverage
- Developed documentation to align leasing, maintenance, and admin teams with move-out procedures

McCann

Copywriter with PM Responsibilities | Oct 2022 – Present
New York, NY & Birmingham, MI

- Acted as the behind-the-scenes coordinator for large-scale creative projects, organizing decks with 50+ deliverables into clear, reviewable sections
- Built and maintained a live tracker for all active projects, including milestones, notes, and creative links, to keep the team aligned and reduce confusion
- Took detailed client feedback notes, documenting clear action items and next steps to streamline revisions
- Scheduled and led syncs across creative, strategy, and leadership teams to maintain clarity and momentum
- Collaborated with my art director partner and others to ensure accuracy, alignment to brief, and timely delivery

Freelance Web & App Design

Project Leader/Designer | Jul 2023 – Dec 2023
Austin, TX

- Collaborated with a client to create a prototype for an app design, turning their vision into a tangible user experience
- Developed a project overview deck outlining process, timeline, and client responsibilities to ensure alignment and successful project execution
- Managed the timeline, deliverables, and facilitated client discussions to outline project updates via email and Zoom, ensuring clarity and satisfaction
- Currently developing a digital mental health toolkit for kids — leading all content, structure, and UX efforts.

LEADERSHIP & ACTIVITIES

- L500 Cohort Member | Active
- Girls Empowerment Network Volunteer | Active
- MAIP Fellow | 2021
- Co-Fundraising/Social Responsibility Chair of the U.T. Advertising Graduate Council | May 2020 – May 2021
- Vice President of Texas A&M Student Retailing Association | Sep 2018 – May 2019
- Director of Marketing of Texas A&M Consulting Group | Sep 2017 – May 2019