



AMBER SHECKARD

Marketing/Design | Project Management

About

Themes I strive to live by - all having the common element of 'choice'. Our lives are a direct result of a series of choices we have made over time. We can *choose* to learn, grow, and influence in order to live our best lives. This is always a choice only we are responsible for.

Self-Awareness:

Knowing oneself is the beginning of all insight and wisdom, allowing us to learn from our mistakes and continue growing.

Accountability:

Wherever you find yourself in life or in business, there is one common denominator - you. Most of our failures are a direct result us making excuses and our unwillingness to accept accountability.

Grit and Perseverance:

Successful people do consistently what unsuccessful people do occasionally. True excellence is not a result of an act, but rather a series of habits. Perseverance requires courage, humility, and grit.

Intentional Influence:

Leadership is influence. Great leadership requires intentional effort - position does not dictate leadership. Everyone has the ability and responsibility to influence those around them. Empathy and communication allows us to connect with others to lead while, equally important, humility allows us to be lead.

Hobbies



BOW HUNTING



WEIGHT LIFTING



READING WRITING



PERSONAL GROWTH

Contact

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Work Experience

Fenner Precision Polymers, A Michelin Group Company
2022 - current

Digital Production / Project Manager

Manage production schedule for all marketing tasks and projects, including prioritizing, delegation, taking lead on all digital projects. Responsible for maintaining all brand websites through acquisition to integration. Serve as Smartsheet subject matter expert for the organization, assisting department managers to develop streamlined and automated project workflow systems. Primary Project Manager for digital initiatives, including SFDC product development - including the global website and customer portal.

Assist Director of Marketing in mission critical business initiatives, Must-Win Battles, tradeshow, product launches, acquisitions, creative direction and strategies.

Hard Skills

- online production project scheduling project scoping vendor management technical knowledge budget management

Soft Skills

- leadership strategic and analytical thinking active listening conflict management decision making time management communication attention to detail

Fenner Precision Polymers, A Michelin Group Company
2018 - 2022

Brand Specialist - Digital Project Lead

Responsibilities include overseeing the Fenner Precision Polymers brand and it's relationship to Michelin as well as all existing and acquired brands under FPP. Promoted to Digital Project Lead, maintaining my primary responsibilities, while providing insight and leadership on digital initiatives.

Grafika Printing, Inc.
2014 - 2020

Consultant Creative Director

Served on a full-time consultant basis for Grafika Printing - a commercial printing company. Provided strategy for creative marketing across all areas of the business. Leveraged my design and development capabilities to support those initiatives including the website relaunch, product packaging, co-branding, flyers, brochures, sales collateral.

EnerSys, Inc.
2009 - 2010

Web Design and Development

Provided creative design and development support to EnerSys, Inc., a longstanding industrial battery supplier. Reporting to the IT department with shared support to the Marketing Communications department, responsibilities included developing email marketing campaigns, developing supporting landing pages, tradeshow material and structure design, troubleshooting for technical support.

for additional work experience, visit www.ambersheckard.com

Education and Training

Lehigh Valley College
1997-1999

Specialized Technology/Visual Communications

PMI Institute
2022

CAPM (Certified Associate Project Manager)

Smartsheet
2020

Smartsheet Product Certification

Software/Platform Proficiency

- Adobe Creative Suite Microsoft 360 Smartsheet Salesforce JD Edwards ERP Web Development - .asp, .php, asp.net, html, css, Salesforce CMS, Wordpress CMS