



# AMBER SHECKARD

Marketing | Project Management | CI

## About Me

I believe growth is a choice—driven by self-awareness, accountability, grit, and intentional influence. These principles shape how I lead teams and initiatives, build trust, and drive meaningful results. I approach marketing and project leadership with clarity, ownership, and a commitment to elevating the people and processes around me.

## Strengths

- Project, Program & Portfolio Management (PMP certified)
- Budget & Vendor Management
- Creative Direction & Campaign Development
- Ecommerce & Web Development
- Marketing & Brand Strategy
- Data-Driven Decision Making
- Strong relationship building across diverse teams
- Coaching-oriented leadership that develops people
- Resilience and composure in fast-moving environments

## Hobbies



BOW HUNTING



WEIGHT LIFTING



READING WRITING



PERSONAL GROWTH

## Contact

[LinkedIn Profile](#)

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## Professional Summary

I'm a project management and continuous improvement leader experienced in driving cross-functional initiatives, optimizing workflows, and strengthening operational alignment across global teams. With PMP certification and a background in portfolio management, digital operations, and Lean CI, I bring structure, clarity, and disciplined execution to complex, multi-workstream environments. I focus on improving processes, guiding teams through ambiguity, and building scalable systems that enhance efficiency and support organizational goals. I'm passionate about leadership grounded in clarity, accountability, and intentional influence.

## Work History

Fenner Precision Polymers, A Michelin Group Company  
2024 - Present

### Lean CI Leader & Portfolio Manager

Drive Lean CI strategy and major cross-functional initiatives supporting the Global Executive Team. Lead efficiency improvements, strengthen standard processes, and manage high-impact projects across marketing, product, enterprise content systems, and finance.

- Lead strategic projects including Marketing Restructure, Enterprise Content Management, and Finance COE transformation.
- Improve organizational alignment through standardized steering processes, planning cycles, and communication frameworks.
- Mentor leaders on CI tools, structured steering, and workflow optimization.
- Identify efficiency opportunities and coordinate the administrative CI portfolio to enhance productivity and team experience.
- Support global Michelin programs through communication alignment and best-practice integration.

Fenner Precision Polymers, A Michelin Group Company  
2022 - 2024

### Digital Production / Project Manager

Oversaw digital production and marketing workflow operations across global brands, ensuring on-time execution of high-visibility initiatives, while managing a team of direct reports.

- Led digital initiatives including Salesforce product development, global website builds, and brand consolidation.
- Managed the full marketing production schedule, prioritizing and delegating work across creative, digital, and content teams, including vendors.
- Maintained and optimized brand websites through acquisition and integration phases.
- Served as Smartsheet SME, building automated workflows and scalable project systems.
- Supported product launches, tradeshows, sponsorships, and strategic marketing initiatives.

Fenner Precision Polymers, A Michelin Group Company  
2018 - 2022

### Brand Specialist / Digital Project Lead

Advanced brand consistency and digital execution across Fenner and its portfolio of acquired brands.

- Maintained brand integrity and alignment with Michelin across all digital and creative touchpoints.
- Led digital strategy and web development initiatives while supporting cross-brand integrations.
- Directed digital projects and collaborated with marketing, creative, and leadership teams to strengthen brand presence and user experience.

## Education and Training

**Lehigh Valley College** - Specialized Technology / Visual Communications

**PMI Institute** - PMP (Project Management Professional)

**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