

Martha Christine

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PMP® Certified Creative Project Coordinator | Strategic Thinker | Workflow Optimization Expert

PMP® certified project coordinator with expertise in creative services, process optimization, and cross-functional leadership.

Skilled in managing multiple projects simultaneously, driving efficiency gains, and aligning production with business goals.

Experienced in print, digital, and brand communication projects with strong client and stakeholder management skills.

Education & Certifications

Project Management Professional (PMP)® | PMI | 2025

M.S. in Marketing Analytics and Insights | Pennsylvania State University | 2022

BFA in Design Communications | Belmont University | 2012

Skills & Tools

Project Management: Cross-Functional Collaboration, Workflow Optimization, Process Improvement, Stakeholder Communication

Tools: Asana, monday.com, Google Suite, MS Office, Adobe Creative Cloud

Experience

Threadbird - Custom Printed Apparel & Merch

Art Production Manager | 2022 – 2025

- Managed 500+ creative production projects annually, ensuring timely delivery.
- Led a team of five, overseeing project scheduling, workflow management, and process improvements.
- Implemented new project tracking and reporting systems, improving efficiency by 20%.
- Developed and presented performance reports (monthly, quarterly, annually) for strategic decision-making.
- Collaborated cross-functionally with sales, design, and production teams to align project goals.

Senior Art Production Coordinator | 2018 – 2022

- Standardized project workflows, reducing errors and improving delivery speed.
- Authored a comprehensive training manual, reducing onboarding time by 25%.
- Managed client communication, ensuring high-quality, print-ready deliverables that met brand standards.

Art Production Coordinator | 2016 – 2018

- Developed and delivered detailed project mockups and ensured seamless transition from design to production.
- Coordinated communication between vendors, sales teams, and clients, streamlining communication.
- Prepared and optimized art files for seamless transition to print production.

Hillsboro Presbyterian Church - Nashville-based Church

Marketing Analyst Intern | 2022

- Conducted data-driven marketing strategies, increasing online engagement by 12%.
- Developed strategic marketing presentation decks for leadership.

Cumulus Media - Nash Country Weekly Magazine

Graphic Designer | 2015 – 2016

- Managed the layout and production of a 65-page weekly publication.
- Developed custom illustrations and templates, streamlining production workflows.

Gradspring - Online Job Board for Recent College Graduates

Graphic Designer & Social Media Specialist | 2012 – 2015

- Created branding and marketing materials for digital and print campaigns.
- Managed multi-platform social media strategies to drive engagement.

Community Involvement

- Volunteer: Adult Literacy Tutor, Children's Literacy Tutor (YMCA), Habitat for Humanity