

Martha Christine

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PMP® Certified Project Manager | Marketing, Creative & Branded Merchandise

Expertise in creative services, branded merchandise, process optimization, and cross-functional leadership.

Proven experience leading branding, marketing, digital, web, and apparel production initiatives.

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

Core Competencies: Project Planning • Cross-Functional Leadership • Process Improvement • Stakeholder Management

Tools: Asana • Planable • BugHerd • Filestage • Figma • Adobe Creative Cloud • Slack • Google Workspace • Microsoft Office

Experience

Moncur - Branding Agency

Project Manager (Contract) | 2026

- Managed branding, marketing, digital, and web projects across multiple client accounts.
- Developed project plans, timelines, and resource allocations to ensure successful delivery.
- Monitored budgets, utilization, and project performance to mitigate risks.
- Coordinated cross-functional teams across account, strategy, creative, and development.
- Maintained project workflows, stakeholder communication, and accountability in Asana.
- Built trusted client relationships through proactive communication and expectation management.

Threadbird - Custom Printed Apparel & Merch

Art Production Manager | 2022 – 2025

- Managed 500+ branded merchandise and apparel production projects annually for clients across multiple industries.
- 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 performance reports to support operational and 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 vendors, sales teams, and clients to streamline project execution.
- 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.

Community Involvement

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