

MADELINE BEARD

Project Management Leader

PHONE 210.232.6812
EMAIL madeline@madelinebeard.com
WEBSITE madelinebeard.com

Empathetic project management leader passionate about building teams that empower creative excellence. Led 8-person department at TinyWins, defining practices that elevated delivery while managing strategic accounts. Experienced at resource management, cross-functional collaboration, and deepening client partnerships.

SKILLS

Capabilities

Department Leadership
and Team Development

Digital Product Delivery

Resource Management
and Capacity Planning

Cross-Functional
Collaboration

Client Partnership
and Account Growth

Process Design and
Documentation

Software

Float

Harvest

Forecaster

Asana

Monday

Notion

Figma

Adobe Creative Suite

Keynote

Microsoft Office Suite

EDUCATION

American University

B.A. Graphic Design

B.A. Public Communication

Summa Cum Laude

WORK EXPERIENCE

TinyWins | Denver, CO (Remote)

SENIOR PROJECT MANAGEMENT DIRECTOR | JULY 2025 - PRESENT

- Built and led 8-person Project Management department, defining delivery best practices and resource management frameworks while coaching team members and fostering culture of proactive problem-solving
- Managed portfolio of key client accounts while providing department leadership, modeling excellence in project execution and client engagement that elevated team capabilities and drove account growth
- Led cross-functional resourcing processes in partnership with leadership, optimizing staffing decisions to balance client satisfaction, project success, team engagement, and profit margins
- Positioned PM as strategic partner in client relationships through deep stakeholder engagement, business objective alignment, and data-driven solutions that supported organic account expansion

ACCOUNT DIRECTOR | OCTOBER 2023 - JULY 2025

- Led end-to-end project delivery for \$2M retail client, managing cross-functional teams to execute integrated campaigns while ensuring alignment between creative vision and business objectives
- Established PM standards that drove efficiency and collaboration, positioning business divisions as top growth drivers (100% YoY revenue growth FY '24)
- Cultivated director-level client relationships as trusted strategic advisor, identifying new opportunities and ensuring seamless delivery

PROJECT LEAD | OCTOBER 2022 - OCTOBER 2023

- Managed portfolio of 10-15 concurrent projects across diverse industries, coordinating six-person creative team while serving as primary liaison to seven-person client team
- Identified and secured \$650K in additional revenue (FY '23) through strategic insights and proactive client engagement

CENTER | Denver, CO (Remote)

SENIOR PROJECT MANAGER | MARCH 2021 - OCTOBER 2022

- Led project delivery and client engagement for CPG, beauty, and wellness clients, generating \$1.7M in new business through strategic needs assessment and proposal development
- Collaborated with senior leadership to optimize project workflows, implementing processes that enhanced cross-agency teamwork, operational efficiency, and financial management
- Supported resource planning, performance tracking, and revenue forecasting to ensure sustainable project delivery

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VOLUNTEERING

Moms Demand Action

LOCAL GROUP LEAD

DENVER, CO

MAY 2023 - PRESENT

- Leads Denver city chapter of Moms Demand Action, a national organization that fights for public safety and gun violence prevention measures
- Oversees volunteer leadership team of nine members and facilitates community events, fundraising, and political actions across the Denver metro area
- Coordinates with state chapter leads to support state and national organizing efforts

WORK EXPERIENCE

Amy McGrath for Senate | Lexington, KY

CREATIVE DIRECTOR | DEC. 2019 - DEC. 2020

- Delivered 150+ projects generating \$88M in fundraising revenue while managing design team and coordinating with senior stakeholders, demonstrating ability to translate strategic vision into measurable outcomes through complex project delivery

EARLIER ROLES INCLUDE:

Contract Project Manager/Graphic Designer

DELOS & WILLIAMS NY | NEW YORK CITY, NY | JULY 2017 - JUNE 2019

- Delivered diverse projects including 30-day website redesign and launch for health startup and luxury real estate marketing campaigns, managing stakeholder communication from CMO/CEO level to media deadline coordination across six properties.

Project Manager/Graphic Designer

FAMLEIGH, INC. | NEW YORK CITY, NY | JAN. 2018 - JUNE 2018

- Coordinated cross-functional projects across Marketing, Art, Sales, Finance, and Production for ready-to-drink soup brand, managing complex workflows and reporting directly to executive leadership

Art Director & Graphic Designer

FORD MODELS | NEW YORK CITY, NY | JAN. 2015 - JULY 2017

- Led team of 5 to deliver company brand collateral and managed international development team for Ford Industry mobile app/web platform (later sold and rebranded as Swipecast)