

TAYLOR UPSHAW

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PROFESSIONAL SUMMARY

Solutions-focused Marketing Project Manager with 5+ years of experience leading cross-functional initiatives, developing integrated project plans, and driving high-impact marketing and communications deliverables. Skilled at aligning stakeholders, managing timelines, and proactively identifying risks. Adept at using Workfront and other project management tools to drive operational efficiency. Known for connecting strategic goals to actionable steps, supporting senior leaders, and maintaining high-level visibility of complex program roadmaps.

SKILLS

Project Planning (Smartsheet) | Stakeholder Communication | Agile & Waterfall | Cross-Functional Collaboration | Adobe Suite | Strategic Alignment | Creative Workflow Coordination | Timeline Optimization | Status Reporting | Documentation | Process Improvement

PROFESSIONAL EXPERIENCE

Delta Dental

Sr. Marketing Specialist

Remote

December 2025 - Present

- Spearheads the development and execution of comprehensive, data-driven marketing strategies to increase awareness and adoption of dental insurance among small business audiences, leveraging market insights and audience analytics to guide strategic decisions.
- Lead cross-functional teams and managed end-to-end multi-channel campaigns (digital, email, social, and print), overseeing budgets, timelines, and resources to deliver high-impact initiatives aligned with brand standards and organizational goals.
- Defines and tracks key performance indicators (KPIs), analyzing campaign performance to optimize tactics, improve engagement and conversion rates, and drive continuous improvement across marketing initiatives.

United Health Group

Marketing Campaign Manager (Freelance)

Remote

May 2025 – December 2025

- Collaborate with product teams to intake and prioritize marketing requests, reducing misaligned deliverables and improving project clarity.
- Streamline collaboration with the Creative Studio and Production Manager, driving on-time delivery of 95% of marketing assets.
- Coordinated legal review of creative materials, ensuring 100% compliance while minimizing approval delays.
- Improved transparency with stakeholders by setting clear timelines and expectations, cutting last-minute changes by 30%.

Elevance Health

Marketing Project Manager

Remote

February 2023 – May 2025

- Lead development of integrated member communication campaigns (Welcome Guides, Welcome Letters, and ID Cards), enhancing engagement and contributing to a 15%+ improvement in KPIs across targeted initiatives.
- Build and maintain detailed Workfront project plans, securing state approvals and resolving Compliance edits in SNOW, ensuring 100% audit readiness and regulatory alignment.
- Drive proactive risk management by identifying roadblocks early, facilitating integrated status calls, and escalating issues to leadership, which reduced project delays by 20%.
- Partner with senior initiative leads to align creative execution with strategic objectives, delivering on-time, high-quality campaigns that strengthened brand presence and member trust.

University of North Carolina - Chapel Hill

Marketing Manager (Freelance)

Remote

May 2024 - September 2024

- Directed end-to-end lifecycle of 6+ annual and impact reports, from concept through delivery, leveraging Asana to ensure on-time execution and alignment with donor relations goals.
- Increased audience engagement by 75% by integrating multimedia elements into reports, elevating the visual storytelling and reinforcing the university's brand impact.
- Established scalable documentation processes that improved knowledge sharing and accelerated future content development across university teams.

EDUCATION

Clark Atlanta University

Bachelor of Science, Business Administration- Marketi