

Saige Hawthorne

Project Manager | Seattle, WA, USA | 3602135310 | saige.hawthorne88@gmail.com | www.saigehawthorne.com

Summary

Creative Project Manager with 4+ years of experience leading complex, cross-functional creative initiatives across agency, tech, and enterprise environments. Adept at leading cross-functional teams and aligning creative workflows with leadership priorities to deliver high-impact, scalable projects. Experienced in AI-powered workflow automation, developing strong interpersonal relationships, optimizing digital workflows, and utilizing project management tools to enhance efficiency and meet deadlines. Committed to bringing a strategic focus and fostering collaborative partnerships.

Experience

WooCommerce (Automatic) via Hawthorne Creative Agency

Remote

Creative Project Manager/ Creative Operations Consultant

Aug '25 - Present

- Led the selection and rollout of a new creative operations platform by evaluating 5+ PM tools (Wrike, Asana, ClickUp, Monday.com, Linear), resulting in a Wrike deployment for 20 users that reduced tooling overlap by 30% , collaborating cross-functionally with Marketing Ops and Leadership to align creative tooling recommendations with organizational priorities
- Built 10+ no-code automations using custom API calls through Make.com and Zapier to sync projects and issues across Wrike, Linear, and Slack enabling shared visibility, automated intake, and bi-directional status updates—cutting manual coordination by 60% and boosting delivery efficiency.
- Integrated AI into creative workflows, using ChatGPT, Claude, and automation logic to generate campaign summaries, trigger issue updates, structure Slack workflows, and improve reporting format consistency – cutting manual communication overhead by 30%
- Researched and recommended a Digital Asset Management (DAM) solution for long-term scale, identifying a Drive-native platform that will reduce redundant storage costs by 50% while adding approval routing, metadata, and version control.

Hiker

Greater New York Area (Remote)

Creative Project Manager/ Digital Producer

Sep '23 - Jan '26

- Led a 12-person remote team in an agency setting (designers, strategists, copywriter, video editor, animator, contractors/freelancers) delivering brand/content strategy, video production, web design/development, print assets, and event identities with budgets ranging \$25K–\$100K+
- Served as main point of contact for social impact and enterprise clients (eg. Amazon, Medtronic, etc.) orchestrating weekly syncs, deescalating project risks, optimizing content production workflows and SOP for creative project processes, and ensuring on-time asset delivery that are aligned with client business goals
- Owned creative projects from initial launch to project close, autonomously creating detailed creative briefs to outline project requirements, managing QA processes with creative teams, establishing project timelines using project management software (Asana, Basecamp), and facilitating seamless collaboration among internal/external teams
- Cultivated and maintained long-term relationships with key clients/stakeholders, resulting in a 30% increase in repeat business over two years, demonstrating strong client relationship management and communication skills
- Leveraged AI tools for workflow optimization/ process improvement for social media marketing content creation, driving a 64% LinkedIn engagement surge with proactive collaborative solutions, such as client consultations, market analytics, and cross-functional creative audits.

Amplify

Brooklyn, NY (Remote)

Operations Coordinator (Contract)

Mar '23 - Sep '23

- Coordinated large-scale professional development initiatives, preparing schedules and tracking resources with GANTT charts and agile methodologies to achieve 99% on-time milestone completion.

- Communicated project status with clients across 200+ school districts, aligning with scheduling needs and improving session delivery efficiency by 71%.
- Utilized Salesforce to monitor performance metrics, enhancing attention to detail and problem solving skills in a fast-paced environment.

RUN Studios (Microsoft Production Studios)

Redmond, Washington (Remote)

Operations Coordinator

Sep '21 - Aug '22

- Identified operations pain-points and optimized intake processes for new production requests by introducing a cross-functional onboarding form and created process documentation procedures through a central knowledge base, contributing to \$3M+ in revenue for the highest-grossing quarter
- Served as central point of contact for internal/external producers, contractors, and vendors, ensuring cohesive workflows under rapidly changing deadlines and demonstrating ability to multitask efficiently
- Facilitated twice-weekly pre-production meetings with studio leads, addressing priorities, timelines, and deliverables in a fast-paced environment, ensuring effective communication and creative problem-solving
- Scoped, tracked, and allocated video production resources (~5–10 shoots/week) at Microsoft Production Studios for, including large-scale digital keynote events (Microsoft Inspire, Build, Ignite) with crews of 75+; media operations, resource management

Education

University of Washington

Bachelor's of Arts | Sociology and Drama | GPA: 3.78

- Graduated Cum Laude
- Bonderman Scholarship Recipient (awarded to 8 undergraduate students; solo travel around the world for 6 months)
- The Collective (UW's Best and Only Improv Troupe), Undergraduate Theater Society, TEDxSeattle, Film Club

Certifications

The Fundamentals of Digital Marketing Google	Jul '21
Digital Marketing HubSpot	Jul '22
Project Management for Creative Projects LinkedIn	Jan '23
Project Management Certification Google	Sep '23
Enterprise Design Thinking IBM	Jan '24
AI for Marketing Course HubSpot	Jan '25

Skills

Adobe Creative suite · Airtable · Asana · Asset Management · Basecamp · Brand Identity · Budgeting · Canva · ChatGPT · Claude · ClickUp · Client Management · Creative Briefs · Creative Operations · Cross-functional collaboration · Event Marketing · Figma · GANTT charts · Google Suite · Interpersonal Relationship Management · Kanban · KPI tracking · Linear · Live Events · Make.com · Microsites · Microsoft Office Suite · Microsoft Teams · Outlook · Presentation Skills · Project Management · Quality Assurance · Relationship Building · Risk Management · Scope of Work (SOW) · Slack · Social Media Campaigns · Stakeholder Management · Storytelling · Strategic Planning · User Engagement metrics · Vendor Management · Video Production (pre/post) · Waterfall · WordPress · Workflow Automation · Workfront · Wrike · Zapier · Zoom