

CAROLYN EYLER

WWW.CAROLYNEYLER.COM

EXPERIENCE

SENIOR DIRECTOR OF CREATIVE/ PROJECT MANAGEMENT LEADER	RAGAN COMMUNICATIONS Direct a high-volume portfolio of concurrent marketing, digital, event, awards, membership, training, content and brand initiatives across a multi-brand organization. Manage projects from initial planning through launch, including scope development, schedules, milestones, resource assignments, stakeholder reviews, production and final delivery. Coordinate priorities, dependencies and deliverables across creative, marketing, editorial, sales, development, video, events and executive leadership. Build and manage Asana workflows with clearly defined ownership, approval stages, deadlines and cross-team handoffs. Identify risks, resolve production bottlenecks and adjust resources and priorities to keep high-visibility initiatives moving forward. Lead a lean internal creative team and a network of freelancers and vendors, balancing capacity, quality, budgets and immovable deadlines. Direct cross-functional launches and redesigns for membership platforms, training products, awards programs, websites and conference campaigns. Partner directly with the CEO, CMO and department leaders to align project priorities, creative strategy and organizational goals while improving intake, review and approval processes across teams.	2022-PRESENT
CREATIVE DIRECTOR/ ACCOUNT & PROJECT LEAD	SFA MARKETING Managed integrated marketing projects for multiple clients across print, digital, web, branding and campaign development. Developed project scopes, schedules, budgets, production plans and deliverables from kickoff through launch. Led client meetings and communicated project status, risks, decisions, recommendations and next steps. Coordinated designers, developers, copywriters, freelancers, vendors and production partners to ensure successful delivery. Balanced multiple accounts, changing priorities and tight deadlines while maintaining quality and budget requirements. Streamlined creative and production workflows to improve efficiency and keep projects moving through review and approval. Partnered with agency leadership and business development to support client relationships, identify new opportunities and contribute to long-term account growth.	2010-2014 / 2017/2022
ART DIRECTOR/ DIGITAL & WEB MANAGER	CENTRIX DENTAL Directed print, digital, brand, website and social media initiatives for a \$22 million dental manufacturer. Managed workflow calendars, project schedules and competing departmental priorities in a fast-paced environment. Coordinated with marketing leadership and internal stakeholders to align deliverables with business goals and campaign schedules. Led projects from creative development through production, review and final delivery while maintaining demanding timelines, brand consistency and quality standards.	2016/2017
SENIOR ART DIRECTOR	ZAG INTERACTIVE Led multiple concurrent website and digital marketing projects for a fast-paced interactive agency. Coordinated developers, marketers, copywriters and clients from strategy through creative development, review, quality assurance and launch. Managed feedback, revisions, approvals and deadlines across websites, email campaigns, landing pages, digital advertising and social content. Translated business and marketing objectives into clear project requirements, creative direction and cohesive digital experiences.	2014/2016
CREATIVE DIRECTOR	RED 7 MEDIA (NOW ACCESS INTELLIGENCE) Led a four-person creative services and production team supporting magazines, websites, marketing campaigns, conferences, trade shows and book publications. Managed creative schedules, production workflows, team assignments and cross-departmental priorities during a period of rapid company growth. Coordinated internal stakeholders, printers, vendors and production partners to deliver projects on schedule and within production requirements. Oversaw multiple concurrent initiatives while maintaining brand consistency, creative quality and deadline accountability.	2004/2010

EDUCATION

SOUTHERN CONNECTICUT STATE UNIVERSITY

Bachelor of Science in Studio Art. Specialization in Graphic Design.
Minor in Spanish (Fluent).

RECOGNITIONS

RAINMAKER AWARD - Ragan Communications
ADVERTISING EXCELLENCE, DENTAL PRODUCT SHOPPER: NoCord VPS
WEBWARD BANK STANDARD OF EXCELLENCE: Investors Bank
AMERICAN GRAPHIC DESIGN AWARD WINNER
AMERICAN IN-HOUSE DESIGN AWARD WINNER
THE COMMUNICATOR AWARD WINNER

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Project management and creative operations leader with 15+ years of experience directing complex marketing, digital, event, content and brand initiatives from strategy through launch. Skilled at translating business priorities into clear scopes, schedules, workflows and resource plans while aligning executive stakeholders, cross-functional teams and external partners. Known for bringing clarity and structure to fast-moving organizations, anticipating risks, resolving bottlenecks and delivering high-visibility projects on time and within budget.

CORE EXPERTISE

PROJECT & PROGRAM MANAGEMENT

Leading complex marketing, digital, event, content and brand initiatives from initial planning through final delivery.

PROJECT PLANNING & EXECUTION

Defining project scope, schedules, milestones, deliverables, responsibilities and approval requirements to keep work moving forward.

CREATIVE & MARKETING OPERATIONS

Building scalable systems, processes and workflows that improve efficiency, visibility, accountability and consistency across teams.

CROSS-FUNCTIONAL & EXECUTIVE COLLABORATION

Partnering with executive leadership, marketing, editorial, sales, creative, development, video and event teams to align priorities and achieve business goals.

WORKFLOW & PROCESS IMPROVEMENT

Developing and managing Asana workflows, project templates, approval stages and cross-functional handoffs that reduce bottlenecks and clarify ownership.

LEADERSHIP APPROACH

- Leads with clarity, accountability and trust
- Strategic, systems-oriented thinker
- Clear communicator and active listener
- Skilled at aligning cross-functional teams and stakeholders
- Calm and decisive under pressure
- Proactive in identifying risks and resolving roadblocks
- Balances business priorities, team capacity and deadlines
- Execution-focused with high standards for quality and delivery

TOOLS & PLATFORMS

Asana | Adobe Creative Suite
Microsoft 365 (Teams, Excel, PowerPoint, Word, Copilot)
ChatGPT | AI-Assisted Project Management and Workflow Tools