

Barbara Martin

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Professional summary

Project Manager with 23 years of extensive experience in project coordination, interdepartmental communications, and leadership. Demonstrated success in enhancing customer engagement, improving operational efficiency, and driving measurable business outcomes. Proven ability to lead cross-functional teams, optimize systems, and boost productivity through innovative solutions.

Employment history

Project Manager, Jan 2020 - Jul 2024

Greater Lima Region, Lima, Ohio

- Lead cross-functional teams for Makerfest, ensuring event success and improved collaboration.
- Maintain GLR website, enhancing user experience with up-to-date information.
- Facilitate School to Business visits, strengthening educational and industry connections.
- Contribute to regional economic development through active participation in Putnam County CIC meetings.
- Provide business insights at Apollo BAC, fostering stronger school-business relationships.

System Support Manager, May 2019 - Dec 2019

The Lima News/Aim Media Midwest, Lima, Ohio

- Led system support for circulation and advertising, driving efficiency across Ohio newspapers.
- Implemented new systems, resolving technical issues and enhancing user experience.
- Collaborated with teams to streamline processes, achieving measurable workflow improvements.
- Optimized system performance, ensuring seamless project implementation and support.
- Enhanced support for advertising and circulation tasks, driving significant operational improvements.

Circulation Acquisition, Retention and Marketing Manager, 2014 - May 2019

The Lima News/Aim Media Midwest, Lima, Ohio

- Led creation of Acquisition and Retention Team for Ohio properties, enhancing customer engagement.
- Hired and managed an 8-member team, ensuring seamless operations and reporting.
- Led cross-functional teams in executing retention strategies.
- Facilitated inter-departmental coordination to streamline acquisition processes.
- Pioneered creative marketing solutions, such as personalized mailers and targeted fliers, significantly enhancing brand visibility across Ohio.
- Implemented performance metrics for the Acquisition and Retention Team.
- Analyzed customer data to identify trends, leading to a 20% improvement in targeted marketing efforts.
- Coordinated with editorial and sales teams to develop promotional campaigns, boosting ad revenue by 10%.

Circulation System Specialist, Oct 2001 - 2014

The Lima News/Aim Media Midwest, Lima, Ohio

- Coordinated circulation system upgrade, enhancing operational efficiency and reducing errors by 30%.
- Served as primary liaison between PBS/DTI and The Lima News, ensuring seamless communication.
- Resolved technical issues promptly as on-site contact for corporate support, minimizing downtime.
- Collaborated with cross-functional teams, achieving a significant increase in operational productivity.
- Analyzed system performance metrics, implementing solutions that reduced processing time by 15%.

Education

B.S. Business Administration, 2012 - 2015

Franklin University, Columbus, Ohio

AA Business Administration, 2010 - 2012

James a Rhodes State College, Lima, Ohio