

CHERRICKY GRANT-SMITH

ASSOCIATE PRODUCER/ PROJECT MANAGER

CONTACT

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- 📍 Brooklyn, NY
- 🌐 [Portfolio](#) | [LinkedIn](#)

EDUCATION

Baruch College – City University of New York
B.B.A., Marketing Management
Minor: Communications
Summa Cum Laude
Class of 2023

CERTIFICATIONS

Google Analytics (Advanced)
Google Display Ads
LinkedIn Learning:

- Marketing Analytics: KPIs
- Digital Marketing Foundations
- Generative AI for Digital Marketers

SKILLS & TOOLS

Project & Workflow Management
Campaign Quality Assurance & Compliance
Customer Retention Marketing
Client & Team Communication
Monday.com
Google Suite
Microsoft Office
Adobe Analytics

PROFILE

Detail-oriented Project Manager transitioning into film production, with experience leading cross-functional projects in fast-paced environments. Skilled at bridging creativity and execution to deliver campaigns on time, on budget, and with measurable impact. Collaborative and solutions-driven, I craft authentic stories that champion representation and connect with diverse audiences.

WORK EXPERIENCE

- **Events & Engagement Consultant (SiriusXM)**
Fidelis Group Inc. / Little Ferry, NJ / Sep 2023 – Present
 - Produce 30+ multi-channel retention campaigns per quarter (email, push, in-app), boosting event-driven CTR by 9%.
 - Oversee QA and approvals for 100+ creative assets annually, ensuring 95%+ error-free launches aligned with brand and legal standards.
 - Support on-site activations at 15+ national events, integrating digital campaigns that drove 20% YoY growth in live-event opt-ins.
- **Project Manager (Apple & General Motors) - Contract**
Marcus Graham Project / Los Angeles, CA / Jun 2025 – August 2025
 - Managed digital-first projects that streamlined workflows and boosted production efficiency for 3 clients at The Marcus Graham Project, a nonprofit developing diverse leaders in marketing and media.
 - Coordinated creative, strategy, and account teams through PM tools, briefings, and budget tracking, ensuring 100% of client projects stayed on schedule and within scope.
 - Directed daily syncs with account leadership, aligning Apple and GM stakeholders by consolidating updates, streamlining communication, and accelerating project approvals.

INTERNSHIPS

- **CRM Marketing Intern**
SiriusXM / New York, NY / Jun 2023 – Aug 2023
 - Researched listener engagement and conversion trends to guide CRM strategy, creating personalized content that increased open-to-click rates by 5%.
 - Executed end-to-end campaign delivery (segmentation, QA, error resolution, scheduling) with 97% accuracy and faster production turnaround.
 - Partnered with Adobe and engineering to cut bounce rates by 10% and unsubscribes by 8% in 3 months.

VOLUNTEER EXPERIENCE

WGIRLS NYC – Project G.L.A.M. (Granting Lasting Amazing Memories)
2024 – Present

It's Bigger Than Us LA – IBTU Relief Hub
July 2025