





CHERRICKY GRANT-SMITH

ASSOCIATE PRODUCER/ PROJECT MANAGER

CONTACT

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-  [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

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

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.