

# LEXI HOVELAND

Shoreline, WA

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## Project Management Professional (PMP)® focusing on Strategic Planning, Integrated Marketing, Programs, and Events

### PROFILE

Experienced in guiding projects from design to implementation, focusing on strategic communication and program operations to drive engagement and growth across a wide array of disciplines. Utilizing my organizational and interpersonal skills, I excel at managing initiatives across diverse teams and internal and external workstreams. As a detail-oriented project manager, I am skilled in developing, implementing, and executing operational program plans and processes in ambiguous environments. Leveraging data and analytics to continuously improve results, I specialize in simplifying complex information into easily understandable terms.

### CORE COMPETENCIES

Project Management  
Program Management  
Event Management  
Stakeholder Management

Procurement Management  
Data Analytics  
Communication Strategy  
Internal Communications

Content Development  
Integrated Marketing  
Marketing Operations  
Team Leadership

### WORK EXPERIENCE

**Thrivent Financial, Bellevue, WA**  
**Assistant Manager of Engagement**  
**Engagement Specialist**

**February 2019 – Present**

**May 2024 – Present**

**February 2019 – April 2024**

*Fortune 500 holistic financial services organization providing financial advice, investments, insurance, banking, and generosity programs; serving two million clients nationwide.*

- Promoted to Assistant Manager of Engagement, leading a team of three Engagement Specialists, and providing leadership to strategic initiatives across regional territory and enterprise.
- Project manager for the engagement team for a 10-state territory of the company, developing full-scale project plans to manage integrated campaigns, events, and programs that drive demand and revenue.
- Senior event manager, managing up to five in-person, virtual, and hybrid events from concept to execution each month, directing all phases of projects, and providing support and coaching to field sub-teams.
- Program manager for regional campaigns and partnerships; overseeing strategy, audience analytics, and production, and executing in collaboration with the field and cross-functional marketing teams.
- Senior communication specialist, creating and executing external and internal facing communications across multiple platforms, and maintaining ownership of core content and brand by developing, implementing, and overseeing materials.
- Stakeholder manager, collaborating and leading individuals, teams, and groups to ensure aligned goals and objectives with key executives and contributors.
- Process manager for region performance tracking, using data analytics and stakeholder feedback to improve key performance indicators (KPIs), and producing progress reports, change control procedures, and assessments.

**Bellevue Downtown Association, Bellevue, WA**  
**Marketing and Sales Specialist**

**April 2018 – December 2018**

*Membership organization that supports a city's economic and cultural vitality by providing advocacy opportunities, community events, and strategic programs.*

- Developed and implemented marketing initiatives supporting annual events - managed design, production, and distribution of promotional content and materials.
- Worked directly with a designer and internally with team members on creative direction for advertisements, commercials, radio spots, press releases, and direct mail.
- Managed the organization's event communications, promotions, and digital presence, coordinated, and created website content, blog posts, social media campaigns, and emails.

- Partnered with the marketing team to fulfill sponsorship goal of \$10k - \$150k per event for cash, media trades, and in-kind support of sponsorships.
- Supported event logistics and management of vendors, artists, and suppliers for eight annual community and monthly membership events that ranged in attendance from 100 - 65,000.

#### **Friends of Youth, Kirkland, WA**

**January 2018 – April 2018**

##### **Special Events Manager**

*Youth-serving nonprofit providing shelter, counseling, and prevention services across King and Snohomish County with 9 locations assisting foster care youth, and single parents working through financial crisis.*

- Managed fundraising and awareness-raising events ranging in attendance from 30-800 participants.
- Coordinated event logistics, catering, audio/visual, ticket sales, and scheduling staff and volunteers.
- Researched new partnership opportunities, collaborated with program site leads, assessed vendor proposals, and monitored expenses to achieve target return on investments (ROI).

#### **Eastside Heritage Center, Bellevue, WA**

**July 2014 – December 2017**

##### **Marketing and Community Manager**

*Historic nonprofit organization preserving and sharing the history of East King County through educational programs, community events, and research services operating with a staff of four.*

- Led marketing strategies and fostered community partnerships to boost program funding.
- Nurtured donor and sponsor relations in collaboration with the Executive Director and with board members during an executive transition between October 2016 to August 2017.
- Supported strategic planning through data analysis and report development for the Board of Trustees.
- Curated the organization's presence on Facebook and Instagram, engaging with the community.
- Utilized analytics to optimize email and direct mail campaigns, improving performance.
- Managed all aspects of the annual benefit dinner, which included logistics, fundraising, entertainment, and procurement, generating \$80k - \$150k each year.
- Directed comprehensive marketing initiatives and coordinated the organization's large-scale annual community festival, which attracted 35,000 – 50,000 visitors, and featured over 100 vendors' booths and entertainment, raising \$75,000-\$100,000 annually through sponsorship and ticket sales.

#### **PRIOR WORK EXPERIENCE**

Isenhower Cellars – Social Media Coordinator

April 2016 – December 2017

Bell Harbor Conference Center, Seattle, WA – Hospitality Ambassador

November 2013 – July 2014

CBS Radio – Promotions Assistant

June 2012 – August 2013

#### **EDUCATION & CERTIFICATIONS**

Washington State University, Pullman, WA

Bachelor of Arts in Communications: Journalism & Media Production; Minor in English

Project Management Professional PMP®, Project Management Institute - 2023

Certified in Project Management, University of Washington

#### **NETWORKING AND COMMITTEES**

Women's Leadership Network, Thrivent – Talent Committee

January 2024 – Present

Integrated Planning Committee

April 2024 – Present

#### **SKILLS AND PLATFORM PROFICIENCY**

Microsoft 365 | Power BI | Microsoft Office | Associated Press Style | DEI | Salesforce | Qualtrics | Squarespace | Wix | WordPress | HTML | Adobe | Canva | Google Suite | Microsoft Teams | Slack | SharePoint | Eventbrite | Monday.com | SaaS | Zoom | Vimeo