

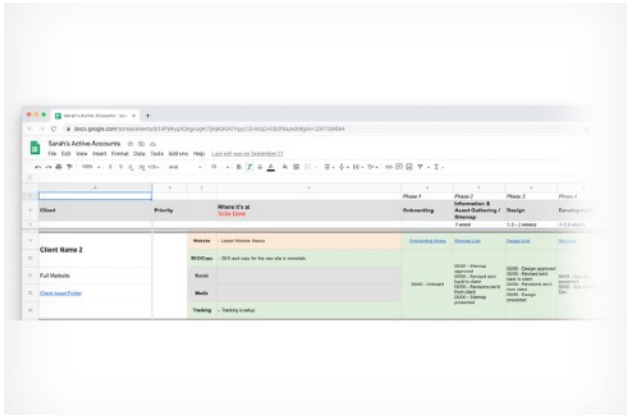
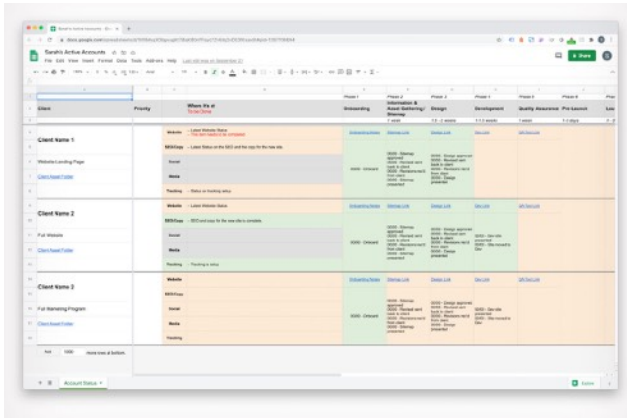
Organizational Document

THE CHALLENGE

Come up with a way to keep track of anywhere from 15 to 25 or 30 marketing programs all in various stages of the process and be able to give an update on any one at any given time.

THE SOLUTION

I developed this Google Doc spreadsheet which allowed me to visually get a 30,000 ft view of each program while also being able to get granular status information including relevant key dates.



THE PROCESS

Our department was responsible for launching all pieces of a client's digital marketing program which included from 1 to 5 parts and each part had up to 6 phases from inception to launch. There were so many moving parts to one program that I had to come up with a way to keep track of everything. Because I am a very visual person I used a color coding system. I am also a very analytical and organized person so I wanted everything to be accessible from within this one document - whether it was the status of the project or links to relevant files.

If a client did not have a deliverable included in their program then I would gray out that box. If a deliverable was in any stage of the process then it was colored in orange and once it was launched and all of my responsibilities were completed then it was colored in green allowing for an at a glance review. Within each phase I would note key dates so I was able to pin point when a project moved from one phase to the next as well as where phases took longer than they should have.

