

COURTNEY DIXON

Operations leader with 15+ years of experience in TV, digital, and advertising. Skilled in driving efficiency, optimizing teams, and implementing strategic solutions to improve productivity, reduce costs, and enhance client satisfaction. Proven ability to streamline processes, manage resources, and foster collaboration to deliver impactful results.

EXPERIENCE

Chief Operating Officer, Boulder, CO — SRW

AUGUST 2023 - PRESENT

- Promoted from Director of Operations to drive continued operational improvements and lead cross-functional teams toward greater efficiency and profitability.
- Develop and deliver strategic reports and solutions addressing financial overspending, client retention, internal burnout, and department profitability to optimize workflows and maximize revenue.
- Oversaw and managed monthly company expenses up to \$60K, developing and implementing a comprehensive tracking and reporting process. Ensured accurate invoicing for retainer and project-based client accounts, monitoring incremental spend and driving financial efficiency.
- Led the implementation of multiple Project Management Systems (PMS) across the agency, improving clarity, balancing workloads, and enhancing profitability.

VP, Director of Operations, Boulder, CO — SRW

APRIL 2022 - AUGUST 2023

- Advanced to VP after one year as Director of Project Management, recognized for proven leadership in optimizing operational performance.
- Leveraged data to recommend strategic shifts in employee roles, hours, and resource allocation based on revenue and utilization, mitigating burnout and minimizing revenue loss.
- Directed audits of equipment, programs, and tools; managed building facilities and operational logistics to ensure efficient resource use.
- Monitored and controlled internal and employee expenses, implementing cost-saving measures to drive profitability.

Director of Project Management, Boulder, CO — SRW

NOVEMBER 2021 - APRIL 2022

- Led the Project Management team, coordinating interdepartmental communication and resolving crises to ensure timely project delivery and high client satisfaction.
- Designed and standardized processes across departments, promoting consistency, accountability, and operational efficiency.
- Managed key client accounts as the primary Client Service representative, overseeing diverse areas including Public Relations, Influencer Partnerships, Paid Media, and Strategy.

Senior Account Manager, Boulder, CO — Human Design LLC

NOVEMBER 2020 - NOVEMBER 2021

- Operated as the lead point of client contact for day-to-day project execution across various types of businesses, with budgets ranging from \$20-\$350k while identifying growth opportunities
- Proactively managed client deliverables while working with internal and external resources

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[LinkedIn](#)

[Website](#)

SKILLS

Strategic Leadership &
Team Development

Data-Driven Problem
Solving

Operational Efficiency &
Process Optimization

Resource & Budget
Management

Agility in Dynamic
Environments

Deadline-Oriented &
Accountable

Collaboration & Creative
Problem-Solving

Industry Expertise in
advertising, Digital
Marketing, and Live
Events

Client Relationship
Management

Smooth Change
Management

Financial Forecasting &
Reporting

Cross-Functional
Collaboration

Risk Management

Performance Metrics &
KPI Tracking

Project Management
Tools Proficiency
(Smartsheet, Asana,

- including creative, strategy, media, production, IT, and new business
- Conducted client status meetings to communicate project development and maintain alignment with client objectives
 - Owned and reported on project plans, status, budgets, and staff resourcing for assigned accounts
 - Problem solved and mitigated risk to budget, scope, and timelines

Associate Dir of Project Management, Boulder, CO — Crispin Porter + Bogusky

DECEMBER 2015 - NOVEMBER 2020

- Oversaw and managed the Project Management team
- Provided insight to the Operations team on scope and client relationship issues
- Spearheaded cross-departmental team progress, timelines, and ensured on-time delivery of final products across multiple, high-complexity projects from conception until production
- Communicated project status, risks, and resolved issues
- Collaborated with C-Suite to identify better agency processes and protocols
- Improved team performance by leading, training, and communicating effectively
- Promoted in March 2020 after serving five years as a Senior Project Manager

Harvest, Forecast, Jira, Teamwork, Mac & Microsoft programs)

EDUCATION

Indiana University,
Bloomington, IN

- B.A.
Telecommunications,
Production and Design
- Minor: Spanish and
Business Management