

Clark Van Der Beken

I'm a **creative producer** who brings a genuine sense of adventure, trust, and friendliness to my 10+ years in project management and marketing roles with 2 years of team leadership.

clarkcreative.me
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617-851-9241

Skills

Project Management

Trello
Jira
Design Sprints
Agile Workflows

Visual Design

Figma
Photoshop
Sketch
Lightroom

Other Tools

HubSpot
Google Analytics
Google Ads
HTML & CSS

Education

B.S. in Communication & Marketing

Syracuse University

Experience

Marketing Project Manager • Cantina Consulting

2015 - 2021

- Acted as a bridge between UX, engineering, and marketing teams, connecting all three groups and communicating project objectives.
- Prepared and tracked complex projects plans outlining interdependencies, product specifications, required deliverables, target milestones, team roles, and outcomes.
- Used storytelling frameworks such as "Jobs to be Done" and "Name the Enemy" to uncover deeper user insights into what is useful, desirable, and valuable.
- Established an agile process that facilitated the conception, design, prototyping, user research, development, and deployment of creative-oriented projects.
- Coordinated interactions and hand-offs between cross-functional teams; determined sprint priorities and assignments to ensure timely delivery.
- Experience working with teams to brainstorm, storyboard, wireframe, and prototype ideas.

Head of Marketing • Robin Powered

2013 - 2015

- Owned and led all strategic marketing plans and operations.
- Established the company's brand story, messaging/voice, and product positioning that sold the first 100 customers.

Senior Digital Account Manager • SilverTech

2013 - 2015

- Liaison between clients and designers, information architects, strategists, creative teams, and software developers.
- Co-authored a social media strategy for People, leading to a 500% increase in engagement.

Account Executive • Grey Global Group

2013 - 2015

- Produced on a result-driven advertising campaign, leading to a 16% increase in Pfizer product sales.
- Managed 6 partner agencies to deliver one idea across digital and traditional channels.