

LEXI HOVELAND

Shoreline, WA

425-381-0748

[linkedin.com/in/lexi-hoveland](https://www.linkedin.com/in/lexi-hoveland) | Portfolio: www.lexi-hoveland.com

lexi.hoveland@gmail.com

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

Procurement Management

Content Development

Program Management

Data Analytics

Integrated Marketing

Event Management

Communication Strategy

Marketing Operations

Stakeholder Management

Internal Communications

Team Leadership

WORK EXPERIENCE

Thrivent Financial, Bellevue, WA

February 2019 – Present

Engagement Specialist - Project Manager

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

- Project manager for the engagement team for the 10-state territory of the company, developing full-scale marketing 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 team and cross-functional marketing teams.
- Senior communication specialist, creating and executing both 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

April 2018 – December 2018

Marketing and Sales Specialist

Membership organization that supports the economic and cultural vitality of a city 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.

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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 2026 – 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

SKILLS AND PLATFORM PROFICIENCY

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