Eric Potter, PMP®

Sr. Digital Project Manager | B2B2C Growth Product Marketing | Agentic & Gen AI Lead

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**Greetings Hiring Manager,**

As a Senior Project Manager and Branding/Product Marketing Specialist with over ten years of experience, I bring expertise in executing hybrid project management (PMBOK) methodologies and a track record of successfully leading cross-functional teams on complex, large-scale marketing and brand growth projects.

My background includes:

* **Trusted Team Leadership**: Collaborating with global C-suite stakeholders to ensure alignment with strategic goals while fostering cross-functional team success through effective ethical leadership, business performance management, and interpersonal skills
* **Digital Transformation**: Leading and executing complex change portfolios and managing end-to-end delivery of digital transformation initiatives across various industry sectors, and enterprise IT, for global companies like IBM, LG, Dell, and Citigroup
* **Innovative B2B/B2C Product Marketing**: Planning and implementing comprehensive omnichannel marketing campaigns that include brand storytelling, graphic design, SEO/GEO, and directing full-cycle commercial video production and editing initiatives—from concept development and storyboard planning to soundtrack composition and dynamic voiceover scripting—delivering high-impact multimedia content for target audiences
* **Business Communications and Public Relations**: Effectively managing executive correspondence, drafting professional communications, and maintaining brand reputation through strategic stakeholder engagement, media relations, customer relationship management (CRM), and industry influencers
* **Creative Design Leadership**:Driving innovation and excellence by successfully leading website design/redesign and mobile app development teams, resulting in award-winning, user-centric digital experiences that exceed client expectations and business objectives
* **Gen-AI, LLM, LQM, ML, & NLP**: Certified in AI Prompt Engineering, bringing product, technology, and existing business practices together to execute novel digital strategies that leverage Agentic AI, Generative AI, Large Language Models, Large Quantitative Models, Machine Learning, and Natural Language Processing

My experience working with legacy brands across all industries, as well as startups, has cultivated my entrepreneurial spirit and resilient attitude, allowing me to balance competing priorities in a fast-paced, innovative environment. I am passionate about project management, marketing, and emerging artificial intelligence (AI) technology, while also staying committed to enhancing people, processes, and products.

I am excited about the opportunity to contribute my skills to your company's current and future business innovation mission. Thank you for your consideration, and I look forward to discussing how I can add value to your team.

**Sincerely,**

**Eric Potter, PMP®**