

TARA HOLDEN

Fractional Project Manager | AI Systems Builder | Information Architect | Creative Director
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PROFESSIONAL SUMMARY

Fractional project manager and AI systems builder with 20+ years of experience across information architecture, creative direction, digital project delivery, and business operations. I translate complex problems into clear, scalable systems — for startups, agencies, and established businesses alike. Recent work includes building AI-powered project management software with automated task delegation and developing AI agents for SEO, marketing, and operational workflows. I work best with founders and business owners who need strategic thinking, technical execution, and clear communication across teams.

EXPERIENCE

AI Systems Builder & Fractional Project Manager | *Tara Bella Media* 2023 – Present

- Designed and built AI-powered project management software in Replit with pattern recognition for SOPs and automated project reformatting
- Developed client-side integration portal enabling real-time service requests, change management, and project upgrades
- Integrated Fireflies.ai for automated meeting transcription with AI-driven task identification and team delegation
- Built AI agents for SEO automation, marketing workflows, and PM triggering
- Delivered fractional PM, information architecture, and creative direction services for IT and creative industry clients

Freelance Design Lead & Project Manager | *Independent* 2012 – 2023

- Led end-to-end design and development projects, enhancing UX and driving measurable increases in website performance
- Defined project scopes, goals, and milestones in alignment with business strategy and customer needs
- Partnered with executive leadership to evaluate, select, and implement ERP software solutions
- Managed multiple concurrent projects by prioritizing based on business impact, resource availability, and urgency
- Developed brand and design guidelines to maintain consistency across all client channels
- Managed vendor relationships ensuring timely and cost-effective delivery

Director of Creative Media & Project Manager | *Confidential Start-Up* 2010 – 2012

- Directed branding efforts and managed cross-functional design team
- Oversaw development of primary software projects and social portals from concept to market launch
- Designed wireframes and mock-ups based on usability research and user stories
- Managed project dependencies and critical path for product timelines

Owner, Creative Director & Designer | *eGlobal Design* 2007 – 2009

- Managed all business operations, budget planning, and client relationships for a web design firm
- Directed photo shoots and developed corporate identity systems for diverse client base
- Developed cost-effective creative strategies to improve ROI
- Trained and led employees; streamlined design processes using project management tools

Freelance Web Designer | *Independent* 2003 – 2007

- Optimized web applications for speed, security, and SEO performance
- Completed full website redesigns improving navigation, accessibility, and conversion
- Developed landing pages optimized for cross-browser compatibility

SKILLS

AI & Automation: AI Agent Development, Replit, Claude (Cowork & Code), ChatGPT, Prompt Engineering (Vibe Coding), Workflow Automation, AI-Assisted Operations.

Project Management: Information Architecture, Project Planning, Scope Management, ERP Implementation, Stakeholder Management, Budget Management, Cross-functional Leadership, PM Software & Tools

Technical: UX Design, Web Design, Responsive Design, WordPress, Replit, Claude (Code & Cowork), SEO Strategy, Google Analytics, Adobe Creative Suite

Creative: Creative Direction, Brand Development, Content Strategy, Wireframing & Prototyping, Print Production,

AWARDS

- Gold Addy Award — Advertising Federation of Ft. Lauderdale, District 4
- Silver Addy Award — Advertising Federation of Ft. Lauderdale, District 4
- Best of Show — Ft. Lauderdale Advertising Federation
- (2) Gold Addy Awards — Ft. Lauderdale

EDUCATION & CERTIFICATIONS

- Spinal Flow Technique — Certified Practitioner
- Life Coach Certification — 2014
- Expressive Arts Therapy — Tamalpa Institute, Kentfield, CA — 2010
- Small Business Courses — AB Tech, Asheville, NC — 2007
- Apprenticeship: Graphic Design & Web Design — 1998