

# Sandy Hazzard

Golden, CO – (210) 577-5489 – [sandy@sandyhazzard.com](mailto:sandy@sandyhazzard.com) – [linkedin.com/in/sandyhazzard](https://www.linkedin.com/in/sandyhazzard)

## Operations Director Summary

- 15 years of experience in agency and small business operations specializing in organizational structure, process creation and management, and systems implementation.
- Managed an agency acquisition that tripled employee count to over 50 and increased revenue 100% to \$14MM.
- Recognized for leading the implementation of an ERP system, resulting in more efficient purchasing, project management, and invoicing across the agency.

## WORK EXPERIENCE

### Director of Operations

#### The Pineapple Agency – Denver, CO – 07/2023-12/2024

An experiential marketing agency that creates immersive brand experiences that drive engagement, awareness, and sales for clients through innovative experiential marketing.

- Managed a core team of 5 while overseeing company-wide operations as part of the executive team.
- Successfully transitioned HR and payroll to a PEO system, optimizing operations for efficiency.
- Managed a fabrication shop acquisition, tripling headcount, doubling revenue, and overhauling processes and systems from the ground up.

### Director of Project Management

#### Common Good – Denver, CO – 08/2016-07/2023

A full-service, creative agency that partners with purpose-driven brands through strategic insights, creative campaigns that maximize ROI and performance-driven media solutions.

- Managed creative development, marketing strategies, GTM strategy, and system integration, including client and employee launches and new templates for a company-wide re-brand.
- Developed and ran a monthly internal culture program, handling guest speaker recruitment, strategy, agency marketing, and client follow-ups via social media/email.
- Created comprehensive onboarding manuals for new employees in account management and new business, detailing processes, systems, and key instructions.

### Senior Project Manager

#### Atlas Integrated – Denver, CO – 07/2015-07/2016

A full-service consultancy that empowers communities to achieve global recognition through economic development consulting, marketing strategies, and cutting-edge technology solutions.

- Oversaw end-to-end client projects, from discovery and design to delivery and billing, ensuring client satisfaction and seamless execution across all stages.
- Directed both internal and contract teams (including offshore) to meet deadlines, manage budgets, define technical requirements, and ensure quality standards across creative and technical deliverables.
- Created detailed project briefs, budgets, schedules, and technical requirements.

## COMMUNITY INVOLVEMENT

### Board Member, President

#### Ad Club of Colorado – Denver, CO – 06/2015-present

Lead efforts to connect and elevate the local advertising community through collaboration, celebrating creative achievements, hosting educational and networking events, and championing the integration of creativity into client-focused work.

### Board Member, Parks, Recreation and Museums

#### City of Golden – Golden, CO – 07/2022-present

Advise city council and staff on providing safe and comprehensive parks and recreation facilities, programs, and services to the Golden community.

## EDUCATION

### Bachelor of Arts in Communications

Indiana University – Bloomington, IN