

PROFESSIONAL PROFILE

Organized project leader with 13+ years of experience and proven success in growing capabilities and brands, with a focus on building tight-knit teams and productive client relationships. I'm passionate and self-directed in my own work and committed to collaborating on strategic problem-solving.

Dedicated to rock-solid process, timely project delivery, and quality user experience.

Highlights include:

- Led projects and cross-channel campaigns with \$900,000+ budgets
 - Managed interdisciplinary teams of 15+ strategists, designers, and developers
 - Grew capabilities by honing PM processes, rolling out new solutions, and team training
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RELEVANT EXPERIENCE

Senior Program Manager | frog, part of Capgemini Invent | Philadelphia, PA 2021 – 2023

Led cross-disciplinary teams to provide design consulting services to Fortune 100 companies

- Built agile teams and integrated closely with clients to manage multiple workstreams across design, research, technical capabilities, and business strategy.
- Created deliverables such as journey maps, prototypes, and user-validated recommendations, supporting initiatives to increase client revenue by \$10+ million.
- Owned client relationships in technology (Amazon, Meta), insurance (Asurion, The Hanover Group), finance (JPMorgan Chase), healthcare, and other industries.
- Brought academic rigor to design research, from quick-hit quantitative usability testing to more complex, in-field data collection on user behaviors and digital prototype validation.
- Established best practices for engagement, including client workshops (live/hybrid) and producing a live event for DesignPhiladelphia festival, focusing on accessibility and inclusive design.

Producer | Eastern Standard | Philadelphia, PA 2018 – 2021

Combined end-to-end project management and day-to-day client services at a high-volume startup

- Managed ground-up website builds (budgets \$600,000+), through discovery, content strategy, design, delivery, and QA, as well as user acceptance testing and UX/accessibility audits.
- Managed ongoing client relationships in higher education (Cornell Law School, U. of Pennsylvania), healthcare (Temple Health, CHOP), eCommerce, and more.
- Worked across site frameworks, especially Drupal and Wordpress, including component library design, technology consulting, implementation, and ADA accessibility remediation.
- Developed new business scopes and proposals for new projects, grew client relationships, and managed ongoing support agreements.

Senior Project Manager | The Food Group | New York, NY 2014 – 2017

Managed digital projects and cross-channel campaigns at this foodservice division of WPP

- Oversaw budgets and project plans for global brands (Kraft, Oreo, Perdue), small brands (Tabasco, Ventura), and government clients (Florida Department of Citrus, Norwegian Seafood)
- Planned, launched, and grew custom B2B sites with niche content and ongoing updates
- Coordinated cross-channel B2C promotions across print, media placements, and social
- Personally directed growth of digital marketing capabilities, including CRM training, establishing new documentation process, and supervising Project Coordinator development

Digital Producer | Publicis Life Brands Medicus | New York, NY 2013 – 2014

Lead PM on digital account for a global launch brand with promotional and intranet deliverables

- Coordinated UX, creative, and technical development of a global launch CMS platform
- End-to-end project planning, financial tracking, and ongoing launch management
- Managed digital strategy and persona research and insured those insights were pulled through with rapid iterative prototype development and global usability testing
- Facilitated development of a global collaboration platform, in partnership with systems architects, knowledge management, client IT stakeholders, and medical/legal governance oversight

Digital Producer | Havas Life New York, New York, NY 2011 – 2013

Managed a portfolio of multiple wellness brands, all within a strict medical regulatory framework

- Created iPad CRM and sales platform and launched it for two Walgreens brands
- Developed global mobile platforms and standards for an MS launch brand
- Managed SOWs at a franchise level for professional, global, patient, and unbranded projects
- Technical and creative QA/QC, UX development, new business management, and PMO process and documentation

Interactive Project Manager | Loré! Marketing Group | King of Prussia, PA 2010

Managed strategic, creative, and technical processes for national brands in healthcare and retail.

- Designed and developed mobile messaging campaigns, sites, and a cross-platform retail platform
- Executed social media applications and brand messaging
- Supported online campaigns with print, radio, point-of-purchase, and convention materials
- Coordinated and audited website development, eCommerce implementation, email marketing, web analytics, Facebook applications, and search advertising campaigns

Project Coordinator | Saatchi & Saatchi Healthcare Innovations | Newtown, PA 2009

A hybrid PM/Account coordinator role, focused on digital strategy

- Performed in-depth research with HCPs, patients, and industry leaders
- Coordinated the efforts of clients, peers, vendors, and partner agencies
- Shaped pitch strategy to fit niche audiences and a dynamic marketplace
- Worked primarily in oncology, medical devices, clinical trials, pediatric nutrition, and vaccines

AREAS OF EXPERTISE

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| ▪ Resource management | ▪ Process development | ▪ Technical documentation |
| ▪ Detailed scopes and timelines | ▪ Use cases and digital strategy | ▪ User testing and QA |
| ▪ Stakeholder engagement and workshop facilitation | ▪ Vendor management and financial tracking | ▪ Hubspot, Mailchimp, Google Analytics |
| ▪ Smartsheet, Confluence, Jira, Notion, Asana, Wrike | ▪ Miro, Mural, Figma, Airtable, Excel | ▪ Drupal, Wordpress, SharePoint, Episerver |

EDUCATION

BA in Literary Studies | Beloit College | Beloit, WI 2009