

Solves Complex Problems, Streamlines Processes, & Implements Solid Plans of Action

Confident and innovative Senior Web & Digital Product Manager with experience managing projects from inception to completion to produce measurable business results following agile-scrum and waterfall (SDLC) methodologies. Partner and collaborate with cross-functional teams, 3rd party contractors, stakeholders, and key constituents across organization, including Sales, Operations, Customer Care, Marketing, and IT. Proven capability in handling wide range of functions with background in web design, front-end development, user experience, and digital marketing.

Adept at developing strategies and process improvements to maximize business performance and profitability while consistently going above and beyond job expectations. Known for thriving in high energy work environments, exceptional work ethic, acute meticulousness, and organization.

Technical Skills

**Agile-Scrum | Waterfall (SDLC) | JIRA | VersionOne | Project and Portfolio Management (PPM)
Application Lifecycle Management (ALM) | Bootstrap | Dreamweaver | HTML | CSS | CMS Systems
CRM Systems | SEO | Microsoft Team | Microsoft Office | Google Apps | PowerBI | SharePoint
Skype | Social Media | Adobe Creative Suite | Google Analytics | WCAG 2.0 (ADA)**

Professional Experience

CONSTELLATION ENERGY GROUP, Valhalla, NY/Remote
Senior Web and Digital Product Manager/Owner

2016 – 2018

Executed and drove B2C web and digital solutions meeting business goals and objectives to deliver high quality products, enhancements, and measurable solutions. Oversaw multiple projects across all phases of development monitoring workflow, supporting development and product quality assurance ensuring optimal progress and product stability for end users.

- As Product Owner, partnered closely with internal and external cross-functional teams, Scrum Master and Project Manager to align on vision, backlog and roadmap. Gathered requirements, wrote and groomed user stories, defined acceptance criteria, conducted meetings, made business decisions, resolved. Wrote test cases, managed testing team and performed UAT during sprint cycles. Monitored timelines, overall budgets and weekly burn rate. Communicated and collaborated with stakeholders, performed demonstrations on completed high-quality functions and features, gathered feedback and managed expectations.
- Overhauled delayed and over budget web application project. Took over customer acquisition application project, getting it back on track, overcoming multiple obstacles and defects, to deliver high-quality product within new timeline and budget.
 - Ensured all application and state regulatory requirements were met and end product was in compliance with corporate web governance guidelines and branding.
- Redesigned and implemented new web components resulting in immediate and dramatic increase of traffic by monthly average of 14K visitors extending conversion rates by 30% above initial goal.
- Implemented new customer renewal web application in-line with customer retention business objectives and goals.
- Leveraged analytics, customer lifecycle tracking data, survey feedback, redesigned, and optimized web pages, improving user experience and boosting user survey satisfaction score by 85%.
- Oversaw implementation of new web tools and initiatives, including technical SEO and WCAG 2.0 (ADA) best practices, to enhance, continually track, and lift web performance by over 65%.

CONEDISON SOLUTIONS, (acquired by Constellation), Valhalla, NY
Web and Digital Media Manager

2016

Led strategic direction of ConEdison Solutions' online presence, brand awareness, and consistency in marketing message. Collaborated with internal and external content providers, designers, and IT to ensure website(s) and marketing campaigns aligned with company and customer needs. Managed product backlog working closely with developers and stakeholders.

- Managed and enhanced presence on social media and company blog to drive and expand traffic to company website by 40%.
- Partnered with and directed SEO and SEM vendors while analyzing and strategizing improvements to PPC Ad campaigns and website optimization, increasing conversion rate by 50% in under 4 months.
- Audited and remediated WCAG 2.0 (ADA) compliancy issues, avoiding potential legal fees.
- Initiated extensive research for .NET based CMS solution for new responsive company website(s).
 - Created RFP, met vendors, scheduled demos, performed testing, and analysis on various CMS platforms, developing and presenting comprehensive recommendation report to management.

TECHNOLOGY MARKETING CORPORATION (TMC), Norwalk, CT
Senior Web Designer Front-end Developer

2012 – 2016

Oversaw and coordinated all aspects of web and digital projects from kick-off to completion. Partnered with clients, established and maintained timelines, workflow, and expectations. Coordinated and supervised development team efforts and responsibilities.

- Established strong relationships with over 60 clients and key stakeholders to provide solutions and strategies, resulting in high-quality products with measurable outcomes. Gathered requirements, created and presented mockups, and executed launch plans.
- Engaged in on-going communications, conducting weekly meetings and providing progress reports to upper management.
- Partnered with telecommunication and technical companies, devising online communities to achieve marketing goals and build up brand recognition as industry leader.
 - Designed and built over 100 interactive content-driven B2B sites using bootstrap, HTML5, CSS3, animate.css, Font Awesome, JavaScript, and jQuery user-interface components, such as scrolls, popups, accordions, menus, photo galleries, carousels, video libraries.
- Kept projects on track consistently, set expectations, delivering high quality features and functionality.

REED EXHIBITIONS, Norwalk, CT
eBusiness Specialist-Web Designer & Front-end Developer

2007 – 2012

Conceptualized, designed, and executed Expo websites and email campaigns utilizing dynamic and innovative website design and development, including animated and static graphics, banners, headers, buttons, JavaScript, and jQuery interactive elements.

- Created and implemented project development process for entire website team to follow new timeline tracker spreadsheet, streamlining web projects from inception to completion.
- Redesigned and devised new employee orientation intranet site, improving and efficiently accelerating process of orienting new employees.

Additional Experience

GARTNER, Stamford, CT
Manager of Desktop Strategies

Directed daily operations of department, including setting company hardware and software standards, analyzing workflow, establishing priorities, and setting deadlines.

Education

Professional Certification in Agile & Scrum (PCAS), Villanova University-Currently enrolled.

Computer Science Graduate Program-Certifications in Web Development, Interactive Multimedia, and Information Technology, Sacred Heart University, Fairfield, CT

Information Systems Project Management, American Management Association

Managing Technical Professionals, American Management Association

Bachelor of Arts (BA), Communication, Minor; Computer Graphics, Bethany College, Bethany, WV