

Christine DePinto

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Willing to Relocate
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SNAPSHOT PROFILE

Confident and innovative Senior Digital Product Manager with over 15 years' experience in project management, web design, user experience and front-end web development. Has proven ability to handle a wide range of functions that require focus on digital marketing, strong client relations, effective and efficient project management, overseeing timelines and budgets as well as coordinating and managing technical teams.

Adept at developing strategies and process improvements to maximize business performance and profitability while consistently going above and beyond job expectations. "Big picture" thinker capable of solving complex problems, streamlining processes, and implementing solid plans of action while working in conjunction with management teams throughout the organization. Superb ability to multitask in a fast-paced work environment, exceptional work ethic, acute attention to detail, and organization.

SKILLS

Digital Project Manager | JIRA, VisionOne, ALM, PPM, Smartsheets | Responsive Web Design | UXD and UID | Front-end Web Development | Digital Design & Marketing | HTML | CSS | SEO | Social Media | Content Management | CMS | Client Interaction and Relations | Google Analytics | Microsoft Office Suite | Desktop Publishing | Wordpress | Adobe Creative Suite | Windows and Mac platforms

EXPERIENCE

CONSTELLATION, Valhalla, NY | 2016-Present

Senior Digital Product Manager

- Responsible for managing multiple web and digital projects from inception to launch.
 - Monitor project timelines and allocation of SOW budgets and report to all internal/external stakeholders.
 - Coordinate and work with vendors and internal technical teams.
 - Resolve discrepancies, requirements gathering and oversee project teams and deliverables.
 - Use project tracking systems that increase transparency on projects and lead to faster delivery times and eliminate defects found during QA.
 - Develop and run test cases, coordinate testing team(s), and perform User Acceptance Testing (UAT).
 - Conduct daily/weekly project team conference calls.
- Designed and developed web components that resulted in an immediate and dramatic increase in new organic customers. Analytics data showed a 6-fold increase in the first month of implementation which continued and gained traction in subsequent months.
- Implemented new web tools such as SiteImprove, CXReplay, OG tags, Meta Data, SEO, and WCAG 2.0 best practices that improved web performance by over 65%.
- Optimized web page layout to enhance visual appeal and user experience resulting in an 85% increase in user survey satisfaction scores.

CON EDISON SOLUTIONS, Valhalla, NY | 2016 (*Acquired by Constellation*)

Web and Digital Media Manager

- Responsible for the strategic direction of Con Edison Solutions' online presence, brand awareness, and consistency in marketing message.
- Partnered with internal and external content providers, editors, designers and IT to ensure website(s) and marketing campaigns aligned with company and customer needs.
- Worked with Search Engine Optimization (SEO) and Search Engine Marketing (SEM) vendors analyzing and strategizing improvements to PPC ad campaigns and website optimization. Improvements put in place resulted in a 50% increase in conversions in under 4 months.
- Managed, maintained and enhanced Con Edison Solutions' presence on social media sites increasing customer traffic to website.
- Oversaw and performed digital related projects:
 - Designed and coded website updates and new functionality, landing pages, and responsive html email templates.
 - Initiated an extensive research for a .NET based CMS solution for a new responsive company website(s) and intranet. Created RFP, met with and scheduled demos with CMS vendors, tested and analyzed various CMS platforms, developed and presented a comprehensive recommendation report to management.
 - Audited and remediated WCAG 2.0 compliance issues avoiding potential legal fees.

TECHNOLOGY MARKETING CORP. (TMC), Norwalk, CT | 2012-2016

Senior Web Designer/Front-end Developer

- Managed and coordinated all aspects of web and digital projects from kick-off to completion. Worked with clients on a daily basis, establishing and maintaining timelines, managing workflow, setting expectations, tracking deliverables and coordinating team efforts and responsibilities.
- Responsibilities included the UX and UI design and development of client websites. Created and presented wireframes, converted PSD to HTML and CSS, established and performed UAT testing, coordinated and initiated launch plan.
- Conceptualized and developed digital marketing materials including ebooks, promotional emails, ad banners, CTA buttons, logos and newsletters using InDesign, HTML, CSS, Photoshop and Illustrator.
- Managed a portfolio of event sites. Responsible for designing, building and overall maintenance of multiple conference & expo event sites. Worked collaboratively with the marketing department, upper management and event partners.

REED EXHIBITIONS, Norwalk, CT | 2007-2012

eBusiness Specialist-Web Designer/Front-end Developer

- Conceptualized, designed and implemented Expo websites and email campaigns for multiple Reed Exhibitions B2B sites utilizing dynamic and innovative website design and development, including animated and static graphics, banners, headers, buttons, JavaScript and jQuery tools.
- Entrusted with daily content maintenance and collaboration with marketing teams in providing competitive market analysis and trends. Established and maintained project timelines as well as proposed and implemented strategies and recommendations to improve design, functionality and overall user experience.

WESTPORT PUBLIC LIBRARY, Westport, CT | 2006-2007

Program Assistant

- Assisted in the implementation of over 30 monthly programs and events. Developed marketing publications, newsletters, email promotions, and event advertisements.

GARTNER INC., Stamford, CT | 1990-1996

Manager of Desktop Strategies | 1995-1996

- Directed daily operations of department, including setting company hardware and software standards, analyzing workflow, establishing priorities, and setting deadlines.
- Collaborated with trainer and technical team during rollouts, overseeing and coordinating the process, training and support.
- Managed day to day projects including company-wide migration of 1,500 employees from Macintosh to Windows platform.

Computer Training and Documentation Specialist | 1992-1995

- Established and managed an in-house computer training center providing training to employees to improve technical skills and help them achieve career growth. Created custom course materials and documentation and maintained schedules, records, and other relevant metrics.

End User Tech Support Specialist | 1991-1992

- Worked with a team to set up an in-house Technical Support Center and a call tracking database. Served as a tech support specialist, resolving technical related issues and questions.

Service Coordinator | 1990-1991

- Supported 15 Research Analysts reporting directly to the Industry Services Senior Vice President, coordinated meetings, produced research reports, presentations, and handled client inquiries.

EDUCATION & CERTIFICATIONS

Sacred Heart University, Fairfield, CT

- Graduate Certification in Web Development | May 2015
- Graduate Certification in Interactive Multimedia | May 2014
- Graduate Certification in Information Technology | December 2013

Bethany College, Bethany, WV

Bachelor of Arts, Communication
Minor, Computer Graphics

COMMUNITY LEADERSHIP

2nd Vice President, Board of Directors for
Weston/Westport YMCA | 2002-2012

Webmaster, Public School PTA and Westport Young
Woman's League | 2002-2004

President, Westport Young Women's League | 2003-
2004

Vice President, SEPTA | 2005-2007

Committee Chair, Compo Beach Playground Project |
2006