

PROJECT MANAGER ✦ BUSINESS DEVELOPMENT ✦ STRATEGIC PLANNING

Web Applications ✦ Quality Improvements ✦ Best Practices

Dynamic hands-on Project Manager with experience managing complex projects that meet demanding time restraints and exceed all client expectations. Expertly develop scalable solutions that drastically improve efficiency, productivity and probability with a demonstrated ability to define and map project scope, specifications, timelines, resources and budget requirements. Experienced at working on projects from the initial vision, gathering requirements, managing technical developments and delivering a high-quality product on time and under budget. Ability to manage many projects at once while working within strict deadlines and maintaining professionalism.

CORE COMPETENCIES

- Business Requirements Gathering
- Business Process Mapping
- Account Management
- Budget Preparation/Analysis
- Digital Advertising/Web design
- Process Analysis
- Functional Specifications
- Business Development
- Team Building/Management
- Strategic Market Planning
- Quality Assurance
- Web Application
- Project Scope/Deadline
- Technical Expertise
- Status Reporting

PROFESSIONAL EXPERIENCE

Profitable Media, LLC ✦ San Jose, CA ✦ March 2012 - Present

Project Manager

- Managed all projects for Website Design, Social Media, Email, Copywriting, Graphic Design and Video Production
- Planned, executed, and finalized projects on time and within budget and scope objectives, including acquiring resources and coordinating efforts of team members
- Identified, effectively communicated, and resolved project issues and risks
- Consistently acquired new clients due to outstanding leadership and superb project management skills
- Performed extensive technical reviews for prospective projects by gathering details utilized for pricing project services, and by providing supportive documentation for replies to clients and referral partners
- Created design deliverables such as specifications, process flows, wireframes, and mock-ups
- Developed internal procedure documents and methodologies
- Coached, mentored, and motivated team members, influencing them to take positive action and accountability for assigned work
- Produced custom-branded tutorials for clients to train them to use Wordpress CMS website
- Interfaced with team members, customers, prospects, and referral partners on a daily basis via telephone, email, and Skype to provide assistance and support the closure of revenue opportunities
- Facilitated the sales process by providing and/or coordinating pre-qualification of leads, including detailed needs analysis, product overview, and potential solution fit
- Prepared detailed proposals for potential projects and external sales presentations
- Kept detailed and accurate notes of all sales-related activities in Highrise customer contact database, and scheduled follow-up activities as needed

Grenade Marketing ✦ San Jose, CA ✦ June 2008 - March 2012

Project Manager

- Managed all Website Design, Graphic Design, Copywriting and Video Production projects
- Developed project plans and assumed responsibility for project profit and loss
- Worked with internal development team to execute as per requirements
- Resolved project, design, and/or resource issues to avoid schedule delays
- Increased lead conversion by over 300% for dozens of clients by developing and managing squeeze pages

- Developed online classified ad campaigns that generated over 100 leads per month
- Developed custom Facebook Fan Pages that converted at a rate of 31% by offering free reports, video training and eBooks
- Installed and managed Google Analytics to track, analyze and A/B test website conversion rates
- Provided IT support and training for iPads, iPhones, PC's, Google Apps and Microsoft Exchange
- Set up ecommerce portals to promote clients products and events

Fireside Realty ♦ San Jose, CA ♦ November 2004 - June 2008
Branch Manager

- Served as a Branch Manager, Realtor, and Mortgage Consultant in Santa Clara and San Joaquin Valleys
- Provided real estate sales, purchasing assistance, and mortgage products to finance residential purchases
- Hired, managed, and trained real estate agents and mortgage consultants on lead generation, sales, and consulting
- Developed all marketing materials (flyers, postcards, websites, recorded messages, signs, and vehicle graphics)
- Developed home auction system that accelerated the sales process by 400%
- Developed landing pages for capturing leads generated from classified ads

ADDITIONAL CREDENTIALS

**TECHNICAL
SKILLS**

- **Project Management:** Basecamp, Highrise CRM, Evernote, Skype, Team Viewer, LogMeIn, Dropbox, SnagIt, Google Apps, ZOHO, WHMCS support ticket system, Balsamiq Mockups, Lucid Charts, Smart Draw, Last Pass, oDesk
- **Web design:** Wordpress, Magento, Google Keyword Tool, Google Analytics, Google Website Optimizer, Adobe Dreamweaver, Adobe Photoshop, Filezilla, Cyberduck, xMind, MindMeister, Smush.it, Yoast, CrossBrowserTesting.com, FireBug, Cpanel
- **Video:** Screenflow, Camtasia, Handbrake, iMovie, Pinnacle Studio, Adobe Premiere Elements, Windows Movie Maker, Wistia
- **Social Media:** Sendipede, Hootsuite, Tweetdeck, Klout, Social Mention, Social Oomph, Heyo, Fan Page Engine
- **Office:** Outlook, Word, Excel, PowerPoint, Publisher, Pages, Numbers, Keynote
- **General understanding of:** HTML, CSS, UX Practices, UI Design, Web Standards, Search Engine Optimization, Social Media Optimization

References: Available Upon Request
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