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RESUME

PROFESSIONAL SUMMARY

Principal program manager and creative problem solver with 39+ years of experience managing creative services, production, web development, and software implementation projects and teams. Adept at collaboration, communication, customer relations, planning, and keeping projects on-track and on-budget to deliver desired outcomes.

EXPERIENCE

Program Manager, Principal Blackbaud, 6 years (current)

Customer facing professional services program manager working with non-profit organizations to plan, coordinate, facilitate, and deliver multi-product software implementations, website design and build, integrations, data conversion, migrations, strategy, and consulting.

Accomplishments:

- Collaborating with creatives, developers and consultants to deliver professional services, configuration, scoping, and customizations.
- Facilitated and contributed to process improvement initiatives to eliminate waste and streamline implementation delivery, reducing time-to-live.
- Point of contact for customer escalations, reducing at risk status.
- Mentoring and coaching team members in process and customer communications.
- Consistently meeting or exceeding billable metrics, forecast accuracy, and resource planning.

Project Manager Director, Digital Project Manager JStokes Agency / EMC Creative, 3 years

Managed estimating, schedules, project details, creative and production services.

Accomplishments:

- Created custom financial reports to manage revenue and budget information.
- Increased efficiency, collaboration, trained and recruited creative services staff.
- Site and product strategist of EastGarrison.com, an award winning website.
- Managed the production and installation of wayfinding graphics for Channel Mission Bay.
- Coordinated the fabrication and installation of lobby signage for Rincon Green and welcome center displays and kiosk for River Islands.

VP of Operations/General Manager Gauger + Associates, 12 years

Managed agency operations, estimating, scheduling, creative and production services, and web development.

Accomplishments:

- Improved teamwork and on-time performance.
- Reduced overhead costs and captured additional revenue.
- Developed policies and procedures to ensure quality standards were maintained.
- Managed new packaging design for Imagine Foods, Hain Celestial, Barbara's Bakery, and Atkins.

Art & Production Director Videomaker Magazine, 8 years

Managed the creative and production department to produce a monthly magazine, website, books, videos, TV show, trade shows and workshops.

Accomplishments:

- Reduced production expenditures by 15% per year.
- Developed workflow process and set key performance criteria.
- Worked directly with President to launch additional content channels.
- Created process to convert print content for publishing on the web.

Instructor Graphic Design Principles and Techniques, Butte Community College, 8 years

Three levels of instruction covering design principles, branding, advertising, packaging, corporate identity, environmental, collateral, and computer graphics.

SKILLS

Operations/General Management
Creative Services Management

Project Management:

Software Implementation
Solution Strategy/Consulting
Digital/Online/Interactive
Print/Advertising

Brand Strategy

Website and Online Strategy

Site Architecture/Wire-framing

HTML, CSS, WordPress

SEO Strategy, Google Analytics

Budgeting and Scoping

Revenue Management

Workflow Strategy and Process

Planning, Scheduling and Traffic

Art Direction and Design

Print Production

SOFTWARE

Creative Suite:

Illustrator
InDesign
Photoshop

Microsoft 365:

Word
Excel
PowerPoint
MS Planner
Teams

Project Collaboration:

JIRA
Confluence
Asana
Zoho
Basecamp
Visio

ERP Solutions:

Financial Force/Sales Force
Workamajig
Function Fox
Clients & Profits Pro

Other:

WordPress
QuickBooks
Zoom, Webex
WooCommerce
MarcomCentral

EDUCATION

BA, Visual Communications
Graphic Design and Print,
Business Management and
Economics – CSU, Chico

Root Cause Analysis, Lean Six
Sigma Certified, Change
Management, and Facilitation

SERVICES

Software Implementation and Integrations, Strategy, Advertising, Websites, Print, Packaging, Digital Media, Publishing, Out-of-Home, Wayfinding Signage, TV and Radio, Sales Office Displays and Interiors, and Video Production.

CATEGORIES

Non-Profit (Healthcare, Higher Education, Cause & Cure, Arts & Cultural), Consumer Packaged Goods (natural brands), Real Estate and Land Development, QSRs, Financial, Legal, Solar Energy, and Pharmaceuticals.