

J. Lynn Stuart, PMP

Bay Area, CA
www.linkedin.com/in/jlynnstuart

408-659-4815
jlynnstuart@gmail.com

Web Marketing Project Manager

More than 12 years web marketing and project management experience managing across-the-scale projects of varying technological complexity from initial inception to successful launch. Adept at leading cross-functional teams and influencing stakeholders in a demanding, fast-paced environment.

SKILLS SUMMARY

Marketing

- Strategic Planning & Goal Setting
- Marketing Best Practices
- Client Engagement & Development
- Data Supported Decisions
- Performance Metrics

Project Management

- Project Planning & Requirements
- Managing complex, multi-phase projects
- Business Process Improvements
- Conflict Resolution
- Stakeholder Management
- Leading Cross-functional Teams

PROFESSIONAL EXPERIENCE

ROLLING ORANGE, San Mateo, CA

2013 - 2014

Sr. Project Manager

- Created project plans and project managed multiple schedules, budgets, personnel, and deliverables for a wide range of web consultation, design, and development services for a brilliant portfolio of clients.
- Introduced project management tools and techniques, facilitated process improvement analysis, and documented results for ongoing enhancement.
- Contributed to, reviewed, or created various client-facing documents including site strategy (personas, tasks), user documentation, SOWs, and style guide.
- Expedited client content in responsive design HTML/CSS wireframes and CMS (content management system).

COOL PLUM DESIGN, San Jose, CA

2004 - 2013

Web Project and Client Manager

- Collaborated with other creative agencies, and managed web developers and content editor/writer, orchestrating overall site architecture, navigation, and taxonomy.
- Created and delivered large venue, highly publicized event site managing daily pre-and post-event updates involving 100 contributors, authors, presenters, celebrities, vendors, salon schedules, and pod and video-casts.
- Streamlined existing website 72% by removing stale unvisited content pages, redesigned to emphasize and up-level brand positioning through bold departure from industry standard look, and developed client-focused architecture and engagement elements for firm of consulting experts.

- Converted 95% of leads and prospects into clients by developing and utilizing website assessment tool and process on existing sites of prospective clients, and communicating online best practices.
- Optimized consumer education and engagement for medical firm by simplifying medically dense web content, and integrating creative studio design, into intuitive consumer-centered experience.

SUN MICROSYSTEMS, INC, San Jose, CA

2000 - 2003

Marketing Web Design Project Manager

- Launched 7 targeted go-to-market websites, with lead generation, in 5 months by developing business requirements and standards, constructing project plans, creating and managing content, and ensuring on-time scheduling.
- Led successful planning and execution of redesign for Sun global customer and partner facing website, applications, and database, involving experts from operations, partner membership, vendors, global call centers, legal, and marketing program owners.
- Improved customer experience 60% by negotiating buy-in from key stakeholders to simplify partner engagement process with standardized content template for market offerings for Sun development partners.
- Increased website engagement from under 1000 site visitors to over 22,000 by determining content strategy, and creating and implementing an integrated marketing plan and editorial calendar.
- Achieved 100% error-free, on-time delivery of major web consolidation project involving over 200 web pages, application and database content, and 7 programmers.
- Earned Peer Recognition Award within 60 days of joining team for successfully managing high profile Sun Partner site on time for a press-attended, promotional launch.

APPLE COMPUTER, INC, Cupertino, CA

1997 - 2000

Operations Analyst and Web Designer

- Researched, recommended, and implemented technology and process improvements for Operations departments. Maintained Intranet websites for multiple departments.

EDUCATION, PROFESSIONAL DEVELOPMENT and SKILLS

BA, with Honors, California State University, Chico

Sigma Green Belt Certified, Trademark Certification

Project Management Professional (PMP) certification, Project Management Institute (PMI) member

Project Management Training with Agile, San Jose State University, 2012-2013

Agile Practices / Scrum Training, Conscires, 2012

Sun Microsystems Awards for Excellence: Leading Change 2002; Teamwork 2003; Leading Change & Customer Focus 2003

Computer Skills

Software: Adobe Photoshop, Dreamweaver, Google Analytics, Wordtracker, Microsoft Office Suite (Word, Excel, PowerPoint), Microsoft Project, ProjectWizards Merlin, Basecamp

Coding and Platforms: HTML, CSS editing, PHP editing, Mac/OS, PC, UNIX