

## Address

805 Great Britain Blvd.  
Austin, TX 78748

## Phone

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## Email

pbensin@gmail.com

# Pamela R. Ross, PMP

## Web Project Manager

Project Management Professional experienced in managing dispersed teams of up to 15 developers in technical and digital marketing projects. Technical knowledge of Magento, Wordpress, HTML, CSS, Github, wireframing, requirements gathering, Google Analytics (*certified*), Google Adwords (*certified*) and SEO (*certified*.)

## EXPERIENCE

### Solutions Project Manager

#### Weidenhammer Systems

Austin, TX

Dec 2015-Present

*Weidenhammer delivers innovative, flexible and complete technology solutions. I use agile methodologies to manage a team of dispersed developers and contractors and guide our clients to success.*

- Manage large scale integration, re-design and web application projects with oversight of design, contractors, development and deployment - **Managed 75% of company project revenue for 2016**
- Define requirements and plan project milestones using knowledge of client business goals
- Manage successful replatform and redesign of pioneer M2 implementation, from Magento 1 to Magento 2 for a large-scale retailer with two stores (B2B & B2C) - **Project budget of \$115k**
- Manage successful development of new to market high end bespoke menswear web app for high profile retail client - **Project budget of \$200k +**
- Lead multiple concurrent website maintenance and support projects with monthly spend from **4k per month to 18k per month**, prioritizing urgent and non-urgent issues with care
- Act as department point of contact for digital marketing expertise
- Develop team unity and commitment to projects with huge success and highly satisfied

### Project Manager

#### OneLive Media

Austin, TX

June 2015-Dec 2015

- Manage web development and design projects on Shopify platform
- Improve project management processes and documentation for a greater number of successful project deliveries
- Create digital marketing department and document processes for scalability
- Create and execute digital marketing plans - **Achieved 400% ROI for The Grateful Dead store**
- Set up and configure settings of new Shopify stores and their applications
- Report digital marketing ROI to internal executive board and clients

### Internet Marketing Specialist

#### Harrisburg, PA

2014

- **Manage 17+ SEO and PPC client accounts** and assist with others as needed
- Set up and manage high budget digital marketing campaigns strategically based on client business objectives - **regularly achieving 200% ROI +**
- Prepare and present monthly client-facing reports
- Perform and present website analysis
- Edit websites using HTML, Wordpress, Joomla, cPanel, Hostgator and Sitefinity

### Operations Manager

#### Northwestern Mutual

#### Financial Network

Los Angeles, CA

Jan 2011- Jan 2014

- Manage team implementation and training of Microsoft Dynamics CRM pilot release
- Generate sales reports, track goal progress and forecast investment performance
- Manage team of 4 in high paced, high pressure environment

## CERTIFICATIONS

### Project Management Professional (PMP)

### Google Shopping Certified

### Google AdWords Certified

### Google Analytics Certified

## EDUCATION

### Full Stack Web Development • Austin Coding Academy • Jan 2017 - Present

Front-end web development class which will result in proficient responsive web design skills

### Bachelor of Science in Marketing • Penn State University • 2014

Secretary of Student Government Association | Secretary of Marketing Club | National Dean's List

### Associate of Arts degree in Business Administration • Harrisburg Area Community College • 2010

Alpha Sigma Lambda Honor Society | National Dean's List