

Address

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Pamela R. Ross, PMP

Web Project Manager

Project Management Professional experienced in managing dispersed teams. 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

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
- Led 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**
- Led 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 developers and clients using a positive leadership attitude

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

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