

Project Lifecycle Roles in an Agency - Short Descriptions

1. Business Development Executive (BDE)

Identifies leads, communicates with potential clients, understands their needs, and closes deals to bring projects to the agency.

2. Project Manager (PM)

Plans, coordinates, and oversees the entire project. Acts as the bridge between the client and the team. Ensures the project is delivered on time, within scope and budget.

3. UI/UX Designer

Creates user-friendly and visually appealing designs based on client requirements. Focuses on user experience and interface.

4. Frontend Developer

Develops the user-facing part of the project (web/app). Implements the design and ensures responsiveness and interactivity.

5. Backend Developer

Builds the server-side logic, databases, APIs, and handles the technical infrastructure needed for the application to function.

6. QA Tester (Quality Assurance)

Tests the project thoroughly for bugs, usability, and performance issues. Ensures the final product is error-free and meets the quality standards.

7. DevOps / Deployment Engineer

Manages hosting, servers, and deployment of the project. Ensures the live version runs smoothly and efficiently.

8. Client Relationship Manager (optional)

Maintains long-term relationships with clients. Ensures satisfaction and explores future collaboration opportunities.

9. Support/Maintenance Team

Provides post-launch support, bug fixes, updates, and general maintenance.

Meeting Process Before Project Start

Before beginning the project, internal meetings are held to align all team members on project scope, timelines, client expectations, and assigned responsibilities. This helps ensure smooth communication and clear understanding from day one.

Opportunities After Project Completion

When a project is successfully delivered and the client is satisfied, it often opens the door for more collaboration. A happy client may return with new projects, refer your agency to others, or even invest in ideas pitched by your team. If you approach the client with innovative ideas, they may support them, become long-term partners, or recommend your agency within their network or client groups.