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A strategic digital problem-solver & web developer, combining creative UI with technical, and project development expertise into a rich mixture of energy and passion for existing and emerging technologies. I love helping to materialize personal, and team ambition into action, creating smart and flexible solutions.

PRIOR ACCOMPLISHMENTS

- 10+ years digital project management leadership and production experience on major Consumer and Pharmaceutical Brands across web/mobile, app, display/native media, digital publishing & content management systems
- 3+ years front-end HTML/CSS development in various roles as needed in support of development teams (self-taught)
- International infrastructure and PMO/VMO process development/execution and roll-out in multiple agency roles with cross-office implementation/optimization of efforts across US, UK, Costa Rica, India, Denmark, Singapore, Finland
- Establishment of media capabilities for previously non-media agencies, creating new revenue work streams, and establishing core teams for creation, deployment, measurement and optimization of native, display and social media approaches

TECHNICAL SKILLS

<u>Core Skills</u>: HTML5, CSS3, JavaScript, JQuery, EJS, NodeJS, AngularJS, Angular Material, Ruby, Ruby on Rails, Postgres, SQL, Mongoose, Express, Mongo DB, JSON, AJAX, SASS, JChart, Express API, Rails API, various API integrations, Postman, Heroku
<u>CMS</u>: Joomla, Drupal, Sitecore, WordPress, Webflow, Custom CMS || <u>Media</u>: Nativo, Sharethrough, Brightcove, Flite, Celtra
<u>Worlflow</u>*: Atlassian/JIRA, WorkFront, ProofHQ, Trello || <u>Analytics</u>: Google Analytics, CoreMetrics, Omniture, Flurry

CURRENT EXPERIENCE

GENERAL ASSEMBLY   New York, NY & Remote
Web Development Fellow   **[Sep 2017 – Feb 2018]**
- Participated in a full-time (immersive) Full Stack Web Development program, completing in-class and personal projects using team, pair and individual programming methodology.
- Created data-driven, real-world solutions focused on software and application development using industry standard web development principles and best practices.
- Project portfolio includes the following work with associated details for use of technologies:
    - Individual Project: Nim Dragons (Game) https://carriesampson.github.io/Nim-Dragons/
    - Individual Project: Bartenda (Web App) https://bartenda.herokuapp.com/bartenda
    - Group Project Bestivals (Web App with API) https://bestivalsapp.herokuapp.com/
    - Group Project: ToolieBox (Web App with API) https://tooliebox.herokuapp.com/
    - Individual Project: Xchem (Web App with API) https://xchem.herokuapp.com/

PROFESSIONAL EXPERIENCE

MCCANN TORRE LAZUR   Parsippany, NJ
Senior Project Manager   **[Oct 2016 – Sep 2017]**
- Pod and team leadership with direct management of brand launches and label updates across Eisai and Daiichi-Sankyo, with oversight responsibilities for Novartis and Actelion and Allergan Brands.
- Envision and plan complex project and technical strategies for execution of successful launches.
- Crafted, presented and sold agency-wide process updates with following agency rollout creating measureable increase in team efficiencies, reduction of rounds and associated errors and maximization of resources.
- Developed and rolled out previously non-existing project estimating methodology with successful transition of ownership from Account Services into PMO with later roll out of added financial reporting templates within the PMO team.
- Created and implemented department-wide timeline and scheduling standards for increased PMO efficiency.

TIME INC., CONTENT SOLUTIONS DIVISION   New York, NY
Digital Project Management Director   **[Mar 2013 – Nov 2015]**
- Senior leadership [PMO/VMO] and highest point of escalation for Project and Product Management, UX, Solutions Architecture, Prototyping, Development & QA teams for the following Client base: Comcast, Ford, Charles Schwab, LandRover, Allstate, BOA, Golds Gym, Dewar's, Chase and Macy's among others.

- Accountable for digital estimates/budgets/SOW for digital work including forecasting and reconciliation.
- Pioneer of Time Inc. capabilities for native product development, creating inter-divisional procedures and completing the 1st native media launches with ongoing direction of native and display media efforts.
- Accountable for digital process inception/development, improvement and continued optimization
- Hands on project and/or product management of technically complex and large scale initiatives/solutions.

VERTIC, INC.   **New York, NY**
Executive Director, Project Management   **[Apr 2012 – Mar 2013]**
- Senior leadership [PMO/VMO] and highest point of escalation for all project and product work across the following Client base: AARP, Microsoft, Siemens, PTC, SAP, Phillips, Nickelodeon, Viacom.
- Interim General Manager responsible for Project Management, Technology, UX and Design teams.
- Accountable for infrastructure and digital process inception/development with subsequent implementation and continued optimization across New York, Copenhagen and Singapore offices.
- Responsible for international (NY, Denmark, Singapore) resource planning, management and conflict resolution.
- Direct responsibility for creation/growth of display and social media planning/ buying capabilities with responsibility for media strategy, research & recommendations.

DIGITAS HEALTH   **New York, NY**
Associate Director, Project Management   **[Feb 2011 – Apr 2012]**
- PMO/VMO accountability for the following Pharma Client base: BMS/Eliquis Brand (Global & US), Boehringer-Ingelheim/ Spiriva Brand, Pfizer/Toviaz & Detrol Brands, Sanofi-Aventis/Auvi-Q New Product/Brand Launch.
- Executed site redesign/launch of Spiriva.com with corresponding Patient Adherence Program and inclusion of 15 companion digital re-launch tactics such as CRM Program, Animated Adherence Videos, Illustrations and Media.
- Responsible for resource planning across my book of business to cover both Project Management needs and high level staffing/planning of resources across all interdepartmental capabilities.
- Financial accountability (reconciliation/forecasting/burns) across my book of business, both on a project-by-project basis and for communication to high finance.

AKQA INC.   **New York, NY**
Senior Project Manager   **[Jul 2009 – Feb 2011]**
- PMO/VMO accountability for the following Client base: Smirnoff (Global & US), Johnson & Johnson, Kraft (Wheat Thins and Miracle Whip Brands), Motorola, Ann Taylor, Ann Taylor LOFT, Benjamin Moore Paints, Deloitte, Thompson Reuters.
- Co-direction for Project Management team, accountable for team building and process development
- Executed site redesign/launch of Ann Taylor, Ann Taylor LOFT and Smirnoff Global website with localization of 60 markets with localized content management capabilities in over 20 languages and local dialects.
- Accountable for budget planning, tracking, analysis, actualizing and burn/reconciliation reporting across my book of business.

BBDO WORLDWIDE   **New York, NY**
Senior Web Producer   **[Oct 2007 – Jul 2009]**
- Leadership of pre-production work in website and digital media development, through the Strategy, UX and Design phases of the project lifecycle with continued management of technical/animation/video development and QA through to launches in my Client base: Starwood Luxury Hotels & Suites, Target Corporation, AT&T Wireless.
- Financial accountability (reconciliation/forecasting/burns) across my book of business,
- Responsible for multiple vendor and freelance resource relationships and cost structures.

DIGITAS, INC. (formerly Modem Media)   **East Norwalk, CT**
Freelance - Manager, Digital Delivery Management (Project-based)   **[May 2007 – Oct 2007]**
- Management of digital projects throughout the project lifecycle across multiple teams and deliverables for deliverables including website, digital media, sweepstakes development, email marketing, forum/blog creation and video production to achieve all necessary launches for Delta Airlines/Skymiles "Delta Siteseer Challenge" Contest.
- Responsibilities include: resource allocation, estimating/budgeting, project planning/scheduling, risk mitigation and advisement, quality control, management of client engagement (presentation specifics), overall balance of quality/cost/schedule, and post project analysis.

EDUCATION

SUNY College at Cortland, Cortland, NY
BA, Communications Studies Cortland, NY
Concentrations: Advertising, Mass Media