

Carrie Sampson

30 New Street, Nyack, NY 10960
(646) 346-3232
i.carrie.sampson@gmail.com

Portfolio: <https://carriesampson.github.io/portfolio>
LinkedIn: www.linkedin.com/in/carriesampson

ACCOMPLISHMENTS

- 13+ years project management, business analysis, operations and technical production experience on major Consumer and Pharmaceutical Brands in web/mobile, app, content and media products
- 8+ years on-and-off-shore cross-functional team management
- 5+ years business analysis and related process development, execution and optimization
- 3+ years UX/UI development and front-end HTML/CSS development in various roles as needed in support of development teams
- 1 year front-end and backend JavaScript programming with MEAN stack API development (see skills)

SKILLS

- Technologies: HTML5, CSS3, JavaScript, JQuery, EJS, NodeJS, AngularJS, Ruby on Rails API, Postgres, SQL, Mongoose, Express API, Mongo DB, JSON, AJAX, MEAN stack, MVC format, CRUD RESTful routes
- Media: DFP, DFA, Nativo, Sharethrough, Brightcove, Flite, Celtra, Outbrain
- Workflow: Atlassian/JIRA, WorkFront, ProofHQ, Trello
- Analytics: Google Analytics, CoreMetrics, Ad Serving/Tracking Pixels
- QA & UAT: JIRA, Postman, Chrome Developer Tools, Firebug

CONTINUING EDUCATION

GENERAL ASSEMBLY

Software Engineering Fellowship

New York, NY & Remote
[Sep 2017 – Mar 2018]

- Completed 455 hours of software engineering training completing projects with team, pair and individual programming objectives
- Projects completed during fellowship (see portfolio for related documentation)
 - Nim Dragons (Game) <https://carriesampson.github.io/Nim-Dragons/>
 - Bartenda (Web App) <https://bartenda.herokuapp.com/bartenda>
 - Bestivals (MEAN Web App with Express API) <https://bestivalsapp.herokuapp.com/>
 - ToolieBox (Web App with Rails API) <https://tooliebox.herokuapp.com/>

PROFESSIONAL EXPERIENCE

MCCANN TORRE LAZUR

Senior Project/Operations Manager (Pod Lead)

Parsippany, NJ
[Oct 2016 – Sep 2017]

- Leadership of cross-functional, and inter-agency launch brand (Patient & HCP) www.fycompa.com, www.fycompa.com/hcp
- Pod leadership with oversight of direct reports working on brands in my Client portfolio (Novartis, Eisai, Janssen)
- Lead of business analysis efforts resulting in agency-wide process optimizations in resourcing, estimating and optimization of 3rd party vendor selection/management
- Composed training materials and conducted training sessions for all brand teams to enhance use of existing agency-wide tools (WorkFront, ProofHQ)

TIME INC.

Project Management & Operations Director, Content and Media Products

New York, NY
[Mar 2013 – Nov 2015]

- Senior leadership and highest point of escalation for Project Management and Media Products, UX/IA, Development & QA teams across all Clients (Merrill Lynch, Comcast, Ford, Bank of America, Macy's, LandRover)
- Envisioned, planned and managed complex project and technical strategies with Agile SCRUM project management approach through initial SDLC and for iterative releases of Client products with ownership of backlog, sprint planning, internal QA, Client-side QA with IT, and Client-side UAT through releases
- Pioneer of capabilities for native ad product development, creating inter-divisional procedures for deployment of native and display media efforts with responsibility for AdTech development, QA/remediation and Client-side UAT
- Responsible for PMO/VMO inception, improvement and continued optimization

- Composed training materials and conducted training sessions for all brand teams to introduce various ad-tech products and train for media tagging in DFP and tracking for various analytics (MOAT, Integral, DoubleClick, Atlas, Pointrroll, etc.)

VERTIC, INC.

Director, Project Management & Operations

New York, NY

[Apr 2012 – Mar 2013]

- Senior leadership and highest point of escalation for Project Management and Media Products, UX/IA, Development & QA teams across all Clients (AARP, Microsoft, Siemens, PTC, SAP, Phillips, Nickelodeon, Viacom)
- 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
- Pioneer of creation/growth of display and social media planning/ buying capabilities with responsibility for media strategy, research & recommendations

DIGITAS HEALTH

Associate Director, Project Management & Operations

New York, NY

[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 using 'agile-fall' approach leading SCRUM JIRA ticket management, backlog grooming, sprint planning, QA, Client-side QA with IT and Client-side UAT
- 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.

Senior Project Manager

New York, NY

[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

Senior Web Producer

New York, NY

[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.
- Responsible for multiple vendor and freelance resource relationships and cost structures.

DIGITAS, INC. (formerly Modem Media)

Freelance - Manager, Digital Delivery Management (Project-based)

East Norwalk, CT

[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

COLLEGE EDUCATION

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