



# Genevieve Costa

## EDUCATION

### PACIFIC NORTHWEST COLLEGE OF ART

2013 | Portland, OR  
**Bachelor of Fine Art**  
Sculpture – Design  
*PNCA Foundation Scholarship*


### NEW YORK UNIVERSITY

2017 | New York, NY  
**Advanced Diploma**  
Project Management

### FLATIRON SCHOOL

2018 | New York, NY  
**Immersive Program**  
Full Stack Web Development  
*Women Take Tech Scholarship*  
*Kode with Karlie Scholarship*

## CONTACT

-  New York, NY
-  GC@gveve.com
-  720-839-0855
-  in/genevieve-costa
-  gveve.com

## SKILLS

Adobe Creative Suite	Google Analytics	Git + Github
Agile & Waterfall	IT + Networking	HTML + CSS
Auto CAD	Microsoft Office	JavaScript
Basecamp	Microsoft Project	React + Redux
Facebook Ad Manager	Sketch	Ruby + Rails
Google Apps	SharePoint	SQL

## PROFESSIONAL EXPERIENCE

### • BUZZFEED | NEW YORK, NY

**Project Manager, People Operations Specialist | 2016-2017**

Project Manager, Via: Clarity Staffing | 2016

- Partnered with Director of People Operations to lead project management of a large scale global internal software transition.
- Oversaw change management, stakeholder management, and overall project workflow, coordination, and process design through the full project lifecycle.
- Managed multiple concurrent projects, including development, research, Q&A; provided internal support, documentation, and established project best practices.
- Transitioned critical infrastructure and services from outsourced partners to internal teams, developed cross departmental project plans and trainings.
- Spearheaded design and build of a global, company-wide intranet that documented and defined internal processes, improved communication channels, increased clarity and efficiency enterprise-wide.
- Developed branded digital and print marketing campaigns, presentations, merchandise, and trainings.
- Managed the employee benefits and perks programs which increased potential engagement and retention; achieved highest enrollment and engagement to date.

### • TWO TREES MANAGEMENT | BROOKLYN, NY

**Assistant Project Manager, Creative & Technology | 2014-2016**

Administrative Assistant | 2013

- Acted as multi-disciplinary Project Manager for a New York-based real estate developer with a \$3 billion portfolio.
- Supported senior project managers in research and development, building and implementing timelines, contracts, RFPs, SOWs and change orders; oversaw installations, and vendor management.
- Managed IT department with a team of 8. Solely responsible for company IT, networking, procurement, budgeting, technology development and planning.
- Worked closely with the Director of Marketing on multiple cross-platform digital marketing campaigns, brand identity, creative strategy, style guides, and media buys, with budgets up to \$2 million.
- Redesigned Two Trees' website to enhance transaction pipeline, mobile experience, and third-party integrations; refocused content, UX design, and search engine optimization. Increased visit time by 54% and click-throughs by 33%.
- Developed strong social media strategy, increased account engagement by 43%.