



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

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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

- Partnered with Director of People Operations to lead project management of a large scale global internal software development and transition.
- Oversaw change management, stakeholder management, and overall project workflow, coordination, and through the full project lifecycle.
- Managed multiple concurrent projects, drove functional excellence, 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 improved communication channels, increased clarity and efficiency.
- Developed branded digital and print marketing campaigns, presentations, merchandise, and trainings.
- Managed the employee benefits and perks programs - achieved highest enrollment and engagement to date, increasing potential retention.

• TWO TREES MANAGEMENT | BROOKLYN, NY

Assistant Project Manager, Creative & Technology | 2013-2016

- 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, 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 SEO. Increased visit time by 54% and click-throughs by 33%.
- Developed strong social media strategy, increased engagement by 43% over all accounts.