



# Michele Winowitch

## DIGITAL PROJECT & PRODUCT MANAGER

### EDUCATION

**Pennsylvania State University**

B.S. Environmental Science  
specializing in GIS and data

### SOFTWARE

Content Management Systems:

Sitecore, Drupal, WordPress, Brightspot, Anthill; HTML/CSS, MySQL, PHP, Amazon

Web Services; **Adobe Photoshop/**

**InDesign; Adobe Experience**

**Manager/Target/Assets;**

**Northplains DAM;** Jira, Confluence,

New Relic, Wrike, Trello, Clarizen,

Basecamp, Asana, Smartsheet, Google

Docs, Sites and Sheets; **Adobe**

**and Google Analytics, Crazy Egg,**

**Blue State Digital, Survey Monkey,**

**Convio, Vertical Response, HubSpot;**

**Slack, Zoom, Skype, WebEx, Jing,**

**GoToMeeting;** Facebook, Twitter,

Instagram, Pinterest, Flickr, LinkedIn;

**Tableau, R, ESRI ArcGIS, SAS;**

Microsoft Office and **learning new**

**ones every day like Salesforce!**

## TOP 3 REASONS TO HIRE ME

- 1 Can communicate scientific and technological information to anyone, to the public, to scientists, to members of congress, using whatever software you have!
- 2 Keep up with the constantly changing, "new and improved" software and knowing when, and when not, to use these products.
- 3 Insane project management skills, from creating killer spreadsheets to building team relationships.

## SKILLS



### project management

- Agile project management
- SCRUM
- Product brief writing
- Product research
- Key Performance Indicator (KPI) analysis
- Work calendar management
- Budget management
- External vendor liaison
- Project requirements



### technology

- Information architecture (IA) strategy, UX/CX and wireframes.
- Taxonomy, metadata, meta tag creation
- SEO, A/B and MVT testing
- Interactive web application development
- Software testing and research
- User acceptance testing
- Database creation and management including client relationship management (CRM) software.
- Web and email performance analysis



### creative

- Copy editing
- Graphics editing
- Digital Asset Management
- Video content storyboarding and editing
- Advocacy/fundraising emails and web pages
- Newsletter and social media writing



### people

- Staff and intern supervision and training
- Membership and donor relationship building
- Meeting facilitation
- Storytelling
- Volunteer/event site coordinator

## WORK EXPERIENCE

### Senior Digital Product Manager | Freelance | Washington, D.C. 2/2013 – present

Working with subject matter experts, I have helped manage the production of new websites, data visualizations, and user experiences. Highlights include:

- **World Bank Group**, manage the production of Virtual Reality (VR) and Augmented Reality (AR) products for Bank-wide projects, includes strategizing with clients, outlining workflow/timelines, writing requirements, managing the development team and ticketing system, and event coordination.
- **Amtrak**, for marketing and membership teams, created promotional web pages, created target audiences, wrote requirements and ran analytics. Managed troubleshooting of new website by creating A/B testing plans and working with development team to create new features.
- **U.S. News and World Report**, working across multiple departments, and both front end and back end development teams, facilitated the upgrades of web content and data management for Senior health products (Nursing Homes and Doctors). Managed Confluence pages & Jira boards and facilitated daily SCRUMs. Taxonomy creation, requirements, SEO and Multivariate and A/B Testing as well.
- **Population Reference Bureau**, coordinating internal stakeholders and external development teams, helped create several digital interactive products both for internal use and for partners like USAID and Melinda Gates. Also, facilitated social media accounts, digital fundraising, member benefits web sites, and video needs, as well as the production of our print media.
- **Pew Charitable Trusts**, helped facilitate the build a new "super website" by merging four major sites and multiple partner micro sites as well as the design and development of a digital magazine. Also digital asset management.
- **Fairtrade America and Canada**, completely built a new website from a bare template. This included content, images, keywords, and metadata as well as working with development team to troubleshooting the original design and managing upgrades.
- **Brady Campaign to End Gun Violence**, managed the day-to-day digital needs, upgraded digital products, maintained donor databases, and working with marketing team, created fundraising web pages and emails.

### Digital Communications | NOAA | Silver Spring, MD

6/2009 – 8/2012

Led the digital side of the Ocean and Coastal Resource Management's (OCRM) communications team to increase the public's awareness of the issues facing our nation's coasts. Highlights include:

- Project manager for all communication design projects (major reports, websites, toolkits, etc), both print and digital.
- Edited news stories, video content, social media posts and weekly e-newsletter connecting our staffers across the globe.
- Managed division website, analyzed survey results and website statistics, SEO and 508 compliance.
- Project and database manager for an easy-to-navigate, GIS web-based, "storytelling" application.
- Facilitated several large, cross federal/state agency workshops and roundtables on energy. Volunteer/event site coordinator, including OCRM led Coastal Zone 2011 Conference in Chicago. Also managed our college interns.

### Marketing | Science Center of Pinellas | St. Petersburg, FL 5/2004 – 7/2006

Helped promote and coordinate fundraisers at a non-profit science facility that provided science labs to elementary school children, taught seniors computer skills, and provided educational camps.

- Created marketing and fundraising materials using Adobe products, for web and print: brochures, newspaper ads, new logos, style guides, etc. and managed relationship with print vendor.
- Upgraded and managed membership, donor and class scheduling databases.
- Administered the Mobile Outreach Program which delivered hands-on science programs to schools.
- Coordinated promotion, logistics and volunteers for the biggest fundraiser of the year, "Wine Under the Stars."

## SCIENCE

Research project manager using database management and GIS software to take science from the field to the public. Highlights included:

- Project manager for large, data heavy projects; Map creation and data analysis using ESRI GIS ArcMap, remote sensing software, SAS and Microsoft Access; creation, retrieval and maintenance of data library and metadata; remote sensing analysis; Set up sampling plans;
- Research diver for the World Wildlife Fund's Coral Reef Monitoring Project in Belize mapping reef bleaching by mapping the corals in the field and then comparing to remote sensing photos in the lab. Also similar for the University of South Florida in the Florida Keys.
- Filmed b-roll and interviews for a PBS (WQED Pittsburgh) segment about mapping.
- Facilitated public meetings to gather marketing data to help clean up the rivers that feed into Tampa Bay.

## VOLUNTEER

- **Story District, Washington D.C.**, outreach and event management. Make sure things are ready to go behind the stage and at the front door.
- **DC Environmental Meetup, Washington D.C.**, coordinated and promoted events, such as film screenings with the DC Environmental Film Festival. These social learning events required coordinating film viewings, lining up speakers, and a happy hour.
- **WMNF 88.5 Radio Station, Tampa Florida**, worked at fundraising events such as annual book and CD sale, answered phones during telethons, and managed WMNF concerts and events.