

Robert S. Pierce

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SUMMARY

Digital marketing leader with over 13 years of interactive experience. Diverse background in software engineering, digital strategy, content creation and management, design process, and project management. Proven ability to simultaneously manage multiple engagements with several integrated project tracks including web, email, social, and media requiring documentation, analysis, prioritization, and verification. AEM content management team leadership, mentoring, and training. Experience fostering product development, including: planning, analysis, design, implantation, testing, integration, and maintenance, also related standards and best practices.

SPECIALITES

- Front-End Web Development
- Adobe Experience Manager (AEM)
- Content creation, management, and development
- Project management tools and methods
- Subject Matter Expert
- Copy Creation/Editing
- Quality Assurance
- Mass Email Production
- Digital Asset Management
- Client Liaison

WORK EXPERIENCE

blacQube, LLC - Atlanta, GA 10/2010 - 09/2019

Project Manager/Content Specialist/AEM Expert

Responsibilities:

- Ongoing AEM site construction and content management of the www.mercedes-amg.com.
- Subject Matter Expert for entire Mercedes-AMG product line.
- Management of digital representation of new product initiatives, specifically, vehicle launch campaign websites for Mercedes-AMG.
- Liaison for executive and content teams on the time tracking and deployment of all content.
- Management of dedicated team of 14 resources consisting of Information Architecture, Design, Development, QA, and User Experience resources on multiple projects of varying size and complexity, as well as outsourcing to Development resources.
- Resource assignment/allocation based on project needs.
- Creation of monthly web statistics reports using the Adobe Site Catalyst analytics tool.
- Creation of weekly project status reports indicating project health.
- Manage full-lifecycle product development.

Accomplishments:

- Delivered numerous projects for Mercedes-AMG, all on time and within budget.
- Managed product development lifecycle for AMG 2.0 and 3.0.
- Led internationalization efforts for Mercedes-AMG core web property.

The SuperGroup - Atlanta, GA 12/2008 - 9/2009

Project Manager

Responsibilities:

- Management of digital projects and properties.
- Management of non-dedicated team of Design, Development, and QA resources on multiple projects of varying size and complexity for multiple clients.
- Calculation/management of resource utilization/productivity.
- Resource assignment/allocation based on client/project needs.
- Prioritization/scheduling of projects from multiple client-side contacts.

Accomplishments:

- Managed creation of print collateral of 6 separate Johnson and Johnson brands for annual national sales meeting.

- Managed creation, launch, and maintenance of Social Media campaigns for ING Group corporate sponsorships division for the New York City Marathon.
- Managed ING's "Your Number" Facebook banner campaign.
- Provided technical support to 3 separate tour staffs for national promotional tours for Kraft Lunchables and Honeycomb Cereal.

Engauge Digital - Atlanta, GA (Formerly Spunlogic) 11/2006 - 7/2008

Project Manager/Digital Producer

Responsibilities:

- Management of digital projects and properties.
- Management of non-dedicated team of Information Architecture, Design, Development, QA, and User Experience resources on multiple projects for varying clients.
- Management of email campaigns for InterContinental Hotels Group; Honey Baked Ham; and McKenna Long & Aldridge LLP.
- Resource assignment based on client needs.
- Prioritization/scheduling of projects from multiple client-side contacts.

Accomplishments:

- Delivered site redesign projects for Atlanta Development Authority, Georgia Gwinnett College, and Junior Achievement of Georgia on time and within budget.
- Executed rebranding efforts for the Cingular AdWorks system to AT&T AdWorks.

EDUCATION

Georgia Institute of Technology - Atlanta, GA

Coding Boot Camp Certificate, Full Stack Web Development 1/2020

Sorrell College of Business at Troy University - Troy, AL

MBA Management, 6/1999

General Assembly - Atlanta, GA

Certificate in Front-End Web Development, 5/2017

Emory University - Atlanta, GA

Certificate in Graphic Design, 6/2010

Auburn University - Auburn, AL

BS Health Services Administration, 12/1996

SOFTWARE EXPERTISE

Adobe Experience Manager

WordPress

Joomla!

Drupal

Microsoft Project

Microsoft Visio

Adobe Creative Cloud: Photoshop, Dreamweaver, Illustrator, InDesign

Microsoft Office: Excel/Powerpoint/Word/Outlook

OTHER SKILLS

GitHub

TortoiseSVN

Adobe SiteCatalyst analytics suite

Basecamp Project Management Tools

Akamai Luna Control Suite

Lyris Email Labs

Silverpop Email Marketer

Bronto Email Marketing