

Michael Poisel

mpoisel@gmail.com | 412-999-3171 | <https://www.linkedin.com/in/michaelpoisel>

Professional Summary:

Proven Project Manager with a comprehensive background in web development. Recognized for seamlessly aligning creative and technical elements to amplify business value. Demonstrates a track record of executing projects with a keen focus on efficacy, coupled with exemplary technical skills that meet project requirements and elevate strategic client objectives. Boasts over nine years of strategic planning and execution as a lead developer, complemented by five years of successful project management experience.

Product and Project Management Experience:

Senior Customer Success Manager

EIGHT25MEDIA, San José, CA (Remote) | May 2022 – October 2023

- Led global client interactions as the primary point of contact, guiding both clients and internal teams throughout project lifecycles, maintaining scope adherence, and ensuring projects stayed on track and budget.
- Architected team communications and interactions across multiple time zones, ensuring optimal team participation and preventing information silos within teams.
- Optimized workflow by developing and maintaining project timelines, internal processes, and deliverables, efficiently coordinating internal teams for each client's project.
- Proactively identified and resolved potential project issues, addressed client inquiries promptly minimizing roadblocks or project burn.

Digital Project Manager

Planar Systems, Hillsboro, OR | March 2019 – May 2022

- Worked within the Marketing team, enhancing productivity, workflow, and end-user experience, skillfully bridging the gap between developers, IT, and design teams.
- Enhanced two high-volume B2B websites built in Umbraco by collaborating with designers and developers and ensuring projects remained on time and within budget.
- Participated in stakeholder meetings, contributing to optimal project outcomes that exceeded client needs.
- Conducted User Acceptance Testing (UAT) along with managing day-to-day changes, including all content (Copy, Creative, and Documentation) across multiple websites.

Development and Engineering Experience:

Contract Web Developer / Front End Developer

Various Companies (ELCA, Downtown Partners, Brady Corporation, Peaceful Media, RR Donnelley, Gameflow Interactive) | Chicago, IL and Portland, OR | October 2016 – March 2019

- Collaborated with design and development teams to enhance web presences visually and functionally across desktop and mobile devices, adhering to branding and style guidelines.
- Developed custom WordPress themes and plugins to revitalize aesthetics and optimize performance.
- Maintained, troubleshooted, and developed responsive reusable code for legacy sites, preparing them for future platforms.
- Participated in UAT testing and quality control utilizing PHP, HTML, CSS/SASS, and jQuery.
- Worked in Agile workflows using Jira, Bitbucket, Slack, and Zoom for daily communications and meetings.

Web Developer

Glantz Design, Chicago, IL | May 2015 – June 2016

- Engineered dynamic websites employing a mix of HTML, CSS, PHP, Wordpress, Drupal, and JavaScript/jQuery to deliver seamless user experiences.
- Collaborated closely with designers to develop responsive code, ensuring a cohesive visual and functional aesthetic for mobile devices.
- Conducted maintenance and implementation of security updates for websites, guaranteeing robust cybersecurity measures.
- Contributed to motion graphic videos by creating and editing animations, enhancing the overall visual appeal of multimedia content.
- Developed HTML email templates compatible with Campaign Monitor, optimizing email marketing campaigns for effective communication and engagement.

Michael Poisel

mpoisel@gmail.com | 412-999-3171 | <https://www.linkedin.com/in/michaelpoisel>

Associate Senior Developer / Web Developer

Modern Luxury, Chicago, IL | April 2013 – May 2015

- Engineered both static and dynamic websites, landing pages, and micro-sites utilizing HTML, CSS, PHP, Wordpress, Drupal, and JavaScript/jQuery.
- Managed and sustained MySQL databases, contributing to data integrity and efficient website performance.
- Spearheaded the implementation of digital ad units and orchestrated the activation of 56 digital publications across 15 markets.
- Led the ongoing maintenance and implementation of security updates for both B2C and B2B websites, ensuring robust cybersecurity measures.

Web Developer / Interactive Engineer

Mainline Studios, Chicago, IL | September 2008 – April 2013

- Developed a diverse range of websites, blending static and dynamic elements through HTML, CSS, PHP, Wordpress, Flash, and JavaScript/jQuery.
 - Implemented and configured Wordpress themes, alongside plug-in customization, contributing to the enhancement of site aesthetics and functionality.
 - Pioneered the creation of hybrid websites, seamlessly integrating HTML, CSS, and PHP with Flash elements.
 - Designed and executed HTML email campaigns for deployment with Constant Contact, Mailchimp, and Campaign Monitor.
 - Managed internal and external team communications, overseeing project timelines and budgets for successful project completion.
 - Developed and animated Flash elements for micro-sites and games, enhancing user engagement.
-

Education:

Art Institute of Pittsburgh, Pittsburgh, PA

Bachelor of Science, September 2006

Major: Media Arts & Animation

Specialization: 3D Modeling

Awards and Honors: Graduated with honors, maintained Honor Roll 2004-2006

Art Institute of Pittsburgh, Pittsburgh, PA

Associate in Specialized Technology, December 2001

Major: Computer Animation

Awards and Honors: Maintained Dean's List 1999 – 2000

Computer Skills:

Proficient in Smartsheet, Jira, Asana, Basecamp, Trello, Adobe Creative Suite, Pardot, Salesforce, Google Suite, Microsoft Office, Customer/Client Success, UAT/Regression Testing, Performance Optimization, Front End Development, Web Development, Wordpress, Umbraco, Drupal, Git, Bitbucket, Gulp, Grunt, Bootstrap, Sublime Text, and Content Management.

Languages used: HTML, CSS, PHP, SASS, JavaScript, jQuery, and Actionscript.