

Michael Poisel

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Digital Project Manager | Web & Content Strategy Lead | Cross-Functional Team Builder

Adaptable, results driven digital project leader with 8+ years managing high impact web, content, and marketing programs across tech, B2B, and consumer sectors. Experienced in guiding cross functional teams, clients, and agency partners through full website lifecycles from strategy and UX to launch and optimization. Former front-end developer skilled in bridging creative, technical, and marketing disciplines to deliver accessible, performance driven digital experiences.

Core Strengths:

End-to-end Project Delivery | Stakeholder Communication | Cross-Functional Team Leadership | Budgets & Planning | Agile & Waterfall Execution | Website Ownership & Governance | WordPress Management | Content Strategy & SEO | UX/UI Optimization | Analytics & Reporting | Process Improvement | Vendor & Agency Management

Tools: Jira | Asana | Smartsheet | Confluence | Basecamp | ClickUp | Figma | Adobe Creative Suite | WordPress | Umbraco | Salesforce | Pardot | Google Workspace | Microsoft 365

Professional Experience:

Contract Senior Project Manager

Independent Consultant | October 2023 – Present

- Led cross functional delivery of web and digital initiatives for technology and B2B organizations, coordinating designers, engineers, marketers, and stakeholders.
- Managed full project lifecycles from discovery and requirements through launch and post launch optimization.
- Owned project planning, scope definition, timelines, budgets, risk management, and stakeholder communication.
- Acted as the single point of contact, ensuring alignment between business objectives, technical execution, and delivery timelines.
- Produced clear documentation including project plans, requirements, status reports, and executive-ready updates.

Key Impact: Elevated delivery quality and team efficiency, strengthening client relationships and digital performance outcomes.

Senior Project Manager

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

- Led digital and web programs for global SaaS and B2B clients, managing the full project lifecycle from discovery through launch.
- Partnered with clients and internal teams to plan and implement content strategies and user journeys focused on conversion, SEO, and engagement.
- Oversaw WordPress builds and optimization initiatives ensuring accessibility, security, and brand consistency.
- Established content governance and QA/UAT frameworks that improved launch quality and reduced post-release revisions.
- Implemented Agile sprint workflows that increased delivery speed by 20% and enhanced team collaboration across time zones.
- Reported performance metrics and analytics insights to drive iterative content and UX enhancements.

Key Impact: Elevated delivery quality and team efficiency, strengthening client relationships and digital performance outcomes.

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Digital Project Manager – Web & Marketing

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

- Owned end-to-end management of two global corporate websites, partnering with outside vendors, IT, and marketing to align design, UX, and analytics with brand strategy.
- Directed web content updates, localization workflows, and site enhancements improving user satisfaction by 25% and reducing update cycles by 20%.
- Implemented data informed UX and SEO improvements, resulting in measurable traffic and engagement growth.
- Coordinated cross functional teams to deliver creative and technical assets supporting global product launches and campaigns.
- Managed vendor and agency relationships ensuring timely delivery, technical compliance, and creative alignment.

Key Impact: Unified creative, marketing, and technical efforts to deliver faster, more cohesive, and data driven digital initiatives.

Contract & Agency Roles – Web Developer / Digital Producer

Multiple Clients, Portland, OR | October 2016 – March 2019

- Produced responsive, SEO optimized WordPress websites and microsites supporting brand and campaign objectives.
- Collaborated with creative teams to translate design and messaging into high performing digital experiences.
- Developed modular frameworks reducing dev time by 40% and improving site maintainability.
- Supported analytics setup, QA testing, and performance optimization to enhance user experience.

Key Impact: Strengthened collaboration between creative and technical teams, improving delivery speed and digital quality.

Web Developer

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

- Partnered with designers and strategists to build mobile first, interactive WordPress and Drupal sites for clients in tech, higher ed, and healthcare.
- Enhanced engagement by developing interactive motion and responsive layouts that improved site performance by 20%.
- Delivered digital assets aligned with client brand goals and campaign messaging.

Key Impact: Boosted user engagement and site performance by 20% through A/B testing responsive design, optimized load times and interactive multimedia.

Associate Senior Developer / Web Developer

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

- Led front-end development for 50+ lifestyle publication websites supporting editorial and branded content across 15 markets.
- Implemented scalable CMS features, ad integrations, and ecommerce elements to support content and revenue growth.
- Introduced QA and maintenance workflows improving uptime and load performance across all markets.

Key Impact: Delivered consistent, scalable web solutions supporting brand expansion across multiple markets.

Education & Certifications:

Project Management Professional (PMP) – *Project Management Institute*

Bachelor of Science, Media Arts & Animation – *Art Institute of Pittsburgh, Graduated with honors*

Associate in Specialized Technology, Media Arts & Animation – *Art Institute of Pittsburgh, Dean's List*