

Michael Poisel

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Digital Project Manager | Web Project Management | Actively Seeking Roles – Available Immediately

Web project management leader with 8+ years executing web roadmaps across multiple CMS environments including WordPress. Proven experience managing developers, designers, and content teams to deliver theme rebuilds, site redesigns, content launches, and CRO initiatives. Former front-end developer with strong execution discipline, release management experience, and the ability to translate growth strategy into predictable delivery.

Core Strengths:

WordPress Site Management and Theme Rebuilds | Site Redesigns and Content Launches | Cross-Functional Team Management | Workflow Ownership and Project Management | Web Release Management and QA | Scope, Dependency, and Risk Management | Capacity Planning and Prioritization | Stakeholder and Executive Communication

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

Professional Experience:

Softgoods & Hardgoods Sales Specialist (Part-Time)

REI Co-op, Beaverton, OR | March 2024 – Present

- Developed deep product knowledge across apparel, footwear, cycling, water sports, and snow sports equipment to identify customer needs and deliver consultative outfitting experiences tailored to their activities and goals.
- Trained as a bicycle assembler and expanded into Action Sports as a hardgoods specialist covering cycling, water, and snow categories.
- Support warehouse and sales floor operations including inventory stocking and product management using the BOLT system.

Career Break – Parental Leave

Stay-at-Home Parent | March 2024 – Present

- Stepped away intentionally to provide full-time family care while pursuing PMP certification, staying current on AI tooling, and maintaining professional engagement through part-time work at REI.

Senior Customer Success Manager (Senior Project Manager)

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

- Served as primary client-facing point of contact across a portfolio of 5-6 concurrent global SaaS and B2B accounts, managing relationships from kickoff through launch and into ongoing retainer engagements.
- Listened to client needs and pain points, translated requirements into actionable plans, and communicated priorities clearly to internal teams spanning strategy, design, development, QA, and launch, typically coordinating across teams of 8-10.
- Executed large-scale WordPress builds, redesigns, and feature development for both new and retainer clients, scoped projects, owned sprint schedules and launch checklists, and adjusted timelines proactively when risks emerged.
- Coordinated QA, UAT, and publishing workflows across internal teams and clients, implementing Agile sprint practices that improved delivery speed.
- Partnered with clients on content strategy and user journeys focused on conversion and SEO, contributing to measurable improvements in click-through rates and inbound lead quality.

Digital Project Manager – Web & Marketing

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

- Hired specifically to improve marketing efficiency across two branded B2B websites, Planar.com and Leyard.com, which shared identical product content but required duplicate updates across both platforms.
- Worked with the development team to build a centralized content management system that deployed shared content to both sites simultaneously, eliminating redundant work and significantly improving the marketing team's publishing speed and efficiency.

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- Following Leyard's acquisition back by its parent company, led a full front-end and back-end rebuild of Planar.com, architected modularly with reusable templates and page-building tools so the marketing team could build and update pages independently without developer involvement.
- Managed day-to-day content updates including copy and imagery across multiple global B2B websites in Umbraco and WordPress, coordinating UX improvements, localization, QA, and release workflows end to end.
- Kept stakeholders aligned across Marketing, IT, an internal design team, an external design agency, and an external dev agency, scoping timelines, identifying risks, and managing trade-offs throughout.
- Led digital product launch campaigns including HTML emails, event landing pages, and A/B testing across markets, delivering analytics reporting and actionable insights to stakeholders.

Web Developer / Front End Developer (Contract)

Clients included: ELCA, Brady Corporation, Grady Briiton, Peaceful Media, RR Donnelley, Downtown Partners, Gameflow Interactive Portland, OR | October 2016 – March 2019

- Designed and developed custom WordPress themes, plugins, and modular frameworks for agency and enterprise clients across nonprofit, ecommerce, performing arts, and corporate sectors.
- Built responsive, ADA-compliant interfaces and microsites using HTML5, CSS3/SASS, jQuery, JavaScript, Bootstrap, and PHP, collaborating closely with designers to deliver pixel-perfect implementations.
- Maintained and enhanced legacy ecommerce platforms built on Magento and proprietary CMS systems within Agile teams, developing reusable code to support new features while preparing sites for platform migrations.
- Partnered with stakeholders and in-house teams across design, marketing, and IT to deliver branded digital experiences including portfolio sites, annual report microsites, and interactive holiday campaigns.

Web Developer

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

- Developed mobile-first, responsive WordPress and Drupal websites for agency clients in tech, higher education, and healthcare, collaborating closely with UX and creative teams to deliver on-brand digital experiences.
- Produced HTML5 animations, motion graphics, and dynamic visual components to support client storytelling and marketing campaigns.
- Implemented A/B testing using Optimizely to inform design and content decisions, contributing to performance optimization across client sites.
- Contributed to QA, cross-browser testing, and performance optimization to ensure reliable, consistent launches aligned with client goals.

Associate Senior Developer / Web Developer

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

- Led development for 50+ lifestyle publication websites in Drupal across 15 markets, implementing scalable CMS features, ad integrations, and maintenance workflows that improved uptime, load performance, and release consistency across the entire multi-site network.
- Implemented digital ad units for the online versions of Modern Luxury's magazine portfolio, supporting the company's digital publishing operations.
- Built custom WordPress microsites with interactive prize and sweepstakes mechanics to capture leads for featured brand partners including Wells Fargo, Saks Fifth Avenue, and Blackberry.

Education & Certifications:

Project Management Professional (PMP) – In Progress | *Project Management Institute*

Bachelor of Science, Media Arts & Animation | *Art Institute of Pittsburgh*

Associate in Specialized Technology, Media Arts & Animation | *Art Institute of Pittsburgh*