

# Michael Poisel

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## Senior Digital Project Manager | Agile Delivery | Cross-Functional Teams | Available Immediately

Senior digital project manager with 8+ years leading complex web and digital initiatives from strategy through delivery in agency and in-house marketing environments. Proven ability to serve as the primary client and stakeholder contact, managing scope, timelines, budgets, and cross-functional teams across concurrent engagements. Former front-end developer with hands-on experience in WordPress and CMS platforms, providing the technical fluency to engage credibly with engineering teams and communicate clearly across all audiences. PMP certification in progress.

## Core Strengths:

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End-to-End Project Delivery | Agile & Scrum | Cross-Functional Team Coordination | Client & Stakeholder Communication | Budget & Scope Management | Risk Identification & Mitigation | CMS & Web Platform Delivery | QA & UAT Coordination | Process Improvement | Distributed Team Management

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

## Professional Experience:

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### Career Break

*Stay-at-Home Parent / Independent Consultant, Portland, OR | October 2023 – Present*

- Stepped away from full-time employment following a demanding global role to focus on personal growth, family, and the arrival of a new child.
- Provided informal PM consulting to a former employer, supporting cross-functional team coordination and project management.
- Actively pursuing PMP certification.
- Joined REI Co-op in Beaverton, OR in March 2024 part-time as a Softgoods & Hardgoods Sales Specialist, maintaining customer-facing communication skills and professional engagement across cycling, outdoor apparel, footwear, snow sports, and hardgoods categories.

### Senior Customer Success Manager (Senior Project Manager)

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

- Managed end-to-end delivery of web and digital projects for a portfolio of 5-6 concurrent global Technology, SaaS, and B2B client accounts, serving as the primary point of contact from kickoff through post-launch support.
- Collaborated closely with product owners, UX designers, and engineering teams to define project requirements and technical specifications, maintaining project plans, timelines, and budgets throughout all active engagements.
- Managed project budgets ranging from \$300K to \$500K+, ran Agile sprint ceremonies including planning, stand-ups, reviews, and retrospectives, and coordinated globally distributed teams of 8-10 spanning the US, Australia, and Sri Lanka.
- Managed WordPress builds and CMS implementations, overseeing configuration, content migration, and engineering coordination from kickoff through launch.
- Coordinated QA and UAT workflows using BugHerd before every launch, ensuring all deliverables met quality and performance standards prior to release.
- Proactively identified risks and scope changes, communicated early with clients and internal teams, and built strong client relationships through consistent follow-through and transparency. Several clients returned for retainer engagements as a result.
- Wrote SOWs for retainer clients, supported proposal development for new engagements, and maintained comprehensive project documentation throughout all active accounts.

### Digital Project Manager – Web & Marketing

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

- Led a full platform rebuild of Planar.com in Umbraco, managing CMS configuration planning, content migration workflows, and coordination across an internal design team, external design agency, and external dev agency from strategy through post-launch.

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- Built a centralized CMS architecture that eliminated redundant workflows across two branded global B2B websites built on Umbraco and WordPress, significantly improving publishing efficiency and content workflow scalability for the marketing team.
- Managed day-to-day content updates and release workflows across multiple global CMS-driven websites, coordinating UX improvements, accessibility compliance, localization, QA, and stakeholder communication end to end.
- Led digital product launch campaigns including HTML emails, event landing pages, and A/B testing across markets, delivering Google Analytics reporting and performance insights to senior leadership on a regular basis.
- Coordinated with an internal design team and two external agency partners, managing vendor relationships, timelines, and quality standards across all active initiatives.

## Web Developer / Front End Developer (Contract)

*Clients included: ELCA, Brady Corporation, Grady Britton, 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, and corporate sectors.
- Built responsive, ADA-compliant interfaces and microsites using HTML5, CSS3/SASS, jQuery, JavaScript, Bootstrap, and PHP, collaborating closely with designers and marketing stakeholders throughout.
- Maintained and enhanced legacy ecommerce platforms built on Magento and proprietary CMS systems within Agile teams, developing the technical fluency that continues to inform my project management practice.
- Projects included work for Verizon, Washington Ballet, and Jeff Shore.

## 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.

## Interactive Developer / Flash Animator

*Mainline Studios, Chicago, IL | October 2008 – April 2013*

- Produced Flash animations, interactive web experiences, and websites for major consumer brands including Kraft, Kellogg's, Kashi, Walgreens, Saturn, and Illinois State Lottery in partnership with agency Upshot.

## Education & Certifications:

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**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*