

Michael Poisel

Senior Digital Project Manager | Web & CMS Delivery | Client Success

Portland, OR | 412-999-3171 | mpoisel@gmail.com | [linkedin.com/in/michaelpoisel](https://www.linkedin.com/in/michaelpoisel) | mikepoisel.com

Executive Profile:

Senior Digital Project Manager with front-end development roots and a record of guiding complex website rebuilds, CMS implementations, and client-facing programs from discovery through launch and optimization. Trusted to own \$300K-\$500K+ budgets, lead distributed teams, translate between business and technical stakeholders, and create the clarity that keeps concurrent engagements moving. Brings an uncommon blend of delivery discipline, customer partnership, and hands-on fluency across UX, engineering, QA, accessibility, analytics, and content operations.

Core Competencies:

Digital Project Management | Website Rebuilds | CMS Implementation | Content Migration | Agile / Scrum | Portfolio Delivery
Client Success | Scope & Budget Management | Risk Mitigation | Cross-Functional Leadership | QA / UAT | Accessibility | Analytics

Technology:

Delivery: Jira, Asana, Smartsheet, ClickUp, Confluence, Basecamp, BugHerd, InVision | **CMS & Digital:** WordPress, Umbraco, Drupal, Magento, Google Analytics, Figma, Adobe Creative Suite | **Technical:** HTML, CSS/SASS, JavaScript, PHP | **Business:** Salesforce, Google Workspace, Microsoft 365

Professional Experience:

Career Break | Independent Consulting & PMP Preparation

Independent | Portland, OR | October 2023 – Present

- Took a planned career pause for family responsibilities while remaining professionally active through independent project management support, PMP preparation, and part-time customer-facing work with REI Co-op.
- Continued developing expertise in Agile delivery, stakeholder communication, and digital project leadership.

Senior Customer Success and Digital Project Manager | Web & CMS Delivery

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

- Managed end-to-end delivery for a portfolio of 5–6 concurrent global technology, SaaS, and B2B client accounts, serving as the primary contact from kickoff through post-launch support.
- Oversaw project budgets of \$300K–\$500K+ and coordinated distributed teams of 8–10 across the United States, Australia, and Sri Lanka.
- Led Agile delivery across requirements, sprint planning, WordPress and CMS implementation, content migration, engineering coordination, QA, UAT, and launch readiness.
- Delivered website launches for Titan Cloud, Morrison Express, and AnnexCloud, along with two interactive digital products for Ziel. Assigned projects launched on schedule unless postponed at the client's request.
- Identified risks and scope changes early, maintained transparent client communication, and converted successful engagements into ongoing work for clients including Titan Cloud, AnnexCloud, and Sombanova.
- Developed SOWs, supported proposals, and maintained project plans, budgets, timelines, and documentation across active accounts.

Digital Project Manager - Web & Marketing | CMS & Global Web Delivery

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

- Led the Planar.com Umbraco rebuild and rebrand across approximately 400 pages, 20 markets, and six product lines.
- Restructured the CMS backend and publishing workflow, improving marketing content creation and deployment efficiency by approximately 40%.
- Managed Planar.com, Leyard.com, and two headless digital properties supporting product specifications and case studies.
- Coordinated an eight-person external development and design team while partnering with internal design, IT, and an eight-person marketing organization.
- Led content migration, localization, accessibility, QA, stakeholder approvals, and release readiness from strategy through post-launch.
- Supported digital campaigns through HTML email, landing pages, A/B testing, and Google Analytics reporting.

Michael Poisel

Senior Digital Project Manager | Web & CMS Delivery | Client Success

Portland, OR | 412-999-3171 | mpoisel@gmail.com | [linkedin.com/in/michaelpoisel](https://www.linkedin.com/in/michaelpoisel) | mikepoisel.com

Web Developer / Front-End Developer | Wordpress & Ecommerce

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

Selected clients: ELCA, Brady Corporation, Grady Britton, Peaceful Media, RR Donnelley, Downtown Partners, and Gameflow Interactive.

- Designed and developed custom WordPress themes, plugins, and modular frameworks for nonprofit, ecommerce, agency, and enterprise clients.
- Built responsive, ADA-compliant interfaces and microsites using HTML5, CSS3/SASS, JavaScript, jQuery, Bootstrap, and PHP.
- Maintained and enhanced Magento and proprietary ecommerce platforms while collaborating with Agile development, design, and marketing teams.
- Selected project work included Verizon and Washington Ballet.

Web Developer | Wordpress, Drupal & Digital Experiences

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

- Developed mobile-first WordPress and Drupal websites for clients in technology, higher education, and healthcare.
- Collaborated with UX and creative teams to deliver responsive, accessible, and brand-aligned digital experiences.
- Produced HTML5 animations, motion graphics, and interactive visual components for marketing campaigns.
- Supported A/B testing, QA, cross-browser testing, and website performance optimization.

Associate Senior Developer / Web Developer | Wordpress, Drupal & Digital Publishing

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

- Led development for 50+ Drupal-based lifestyle publication websites across 15 markets, delivering scalable CMS features, ad integrations, and maintenance workflows that improved uptime, load performance, and release consistency network-wide.
- Implemented digital ad units across Modern Luxury's online magazine portfolio, supporting digital publishing operations at scale.
- Built custom WordPress microsites with interactive sweepstakes and lead-capture mechanics for brand partners including Wells Fargo, Saks Fifth Avenue, and Blackberry.

Interactive Developer / Flash Animator | Wordpress & Digital Experiences

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

- Produced Flash animations, interactive web experiences, and campaign websites for major consumer brands including Kraft, Kellogg's, Kashi, Walgreens, Stella & Chewy's, Saturn, and Illinois State Lottery in partnership with agency Upshot.
- Built interactive educational games for an online collective, guiding users through product education and rewarding completion with redeemable coupons and promo codes.
- Transitioned into web development as mobile adoption made Flash obsolete, building front-end development skills that launched the next phase of my career.

Education & Certifications:

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

B.S., Media Arts & Animation | A.S.T., Media Arts & Animation | *Art Institute of Pittsburgh*