Katrin Boneau
Digital Project Manager

http://katbo.com/contact/
linkedin.com/in/katrinboneau
Falls Church City, Virginia

I am a project manager with 15+ years of experience in software systems design and development. Manage digital projects from conception to launch, with a focus on integrated content management systems and e-commerce applications

PROFESSIONAL EXPERIENCE

Project Management and Methodology

- Ran large website (re)design projects from conception to launch, facilitating detailed requirements analysis, information architecture, content strategy and SEO, data migration, design, development, testing, and Google Analytics integration; became the authoritative resource for content migration; managed frequent follow-on short turnaround work requests for existing clients.
- Worked with clients to establish project goals; provided high level requirements, schedule, and cost estimates to in-house executive management for approval and contract preparation.
- Used project planning tools to set milestones, track project progress, identify risks and develop mitigation strategies, and ensure deliverables were met as agreed and on time.
- Kept in close contact with clients for project updates, to manage scope creep and expectations, and to resolve conflicts; provided periodic and on-demand project status updates to executive management.
- Monitored the budget by capturing staff hours and other expenses, and adjusting spending if necessary.
- Used JIRA, daily standups, and project meetings to coordinate work across multi-functional teams of information architects, designers, developers, and IT staff, making sure everyone was current on project updates and assumed ownership of overall project success.

Account Management and Marketing

- Managed key client accounts and took care of all short and long term digital needs such as websites, social media, email campaigns, and technical help desk; often became the one person clients trusted and requested to talk to; served as my clients' internal advocate.
- Continuously deepened knowledge of my clients' organizations and goals, identified business process pain points, and developed strategic road maps.
- Devised follow-on projects to move clients along the path of success, pitched to both client and in-house management, and obtained agreement to execute.
- Developed branding books, and made sure they were implemented during website design; helped clients chose logos and photo material that supported brand identify, and guided and developed written content to engage website visitors and support SEO.

Communication and Negotiation

- Explored different viewpoints, technical approaches, and financial considerations with executive management and in-house experts; led decision-finding meetings, and moved stakeholders towards consensus.
- Guided architecture decisions and implementations; translated between the technical, artistic, and business worlds, both internally as well as with clients and consultants.
- Closely collaborated with project managers and technical experts at Customer Relation Management (CRM) companies to tightly integrate their systems with the digital landscape we were building; maintained relationships with vendors of other third-party software components to ensure consistent quality and timely delivery of their products.
- Built and led highly motivated teams whose successes were based on recognition of each individual's specific aspirations and needs, and on fostering of mutual respect between all players; created a sense of teamwork and belonging in fast-paced agency environment; ignited passion for shared goals.
- Planned and conducted client training for expert use of WordPress content management backend.
- Prepared internal presentations, detailed requirements documents, and budget sheets using MS Office.

SKILLS

- HTML, CSS/responsive, JavaScript, jQuery, AJAX, PHP, MySQL
- WordPress theme & plugin development, WooCommerce
- Single Sign-On 3rd party integration
- PayPal API, Schema.org, Open Graph, SearchBlox
- NetBeans, Chrome Developer Tools, BrowserStack
- cPanel, phpMyAdmin, .htaccess, Google Search Console
- Adobe Photoshop, MS Office, MS Project
- OOP design principles, IBM Rational Rose (basic skills)
- Java: JDK, EJB, JSDK, JSP (basic skills)
- ASP.NET Web CMS SiteFinity (basic skills)

- Learn fast
- Structure and use data to guide decisions
- Explain technical concepts to non-tech-savvy partners
- Listen and step inside the mindset of others; identify potential roadblocks to successful communication
- Readily share knowledge with and accept input from others
- Adapt to and draw energy from changing conditions, and chart new ways of solving problems
- Research, analyze, and structure any given system, including unfamiliar and/or highly complex scenarios

WORK HISTORY

OWNER, PRINCIPAL **2010 - Present**

Katbo Digital, Falls Church, VA—e-commerce and custom WordPress websites for small businesses
- Provide turn-key e-commerce solutions: business goals and requirements discovery, product photography, copy writing, website design, e-commerce application development, website security, performance benchmarking, hosting and domain support, SEO, online marketing, maintenance
- Find and contract with subject matter experts
- Develop brand, market business, acquire clients
- Engage clients: actively listen, understand/sharpen business goals and project requirements, consult towards solutions
- Perform business administration: account payables/receivables, taxes, banking

ACCOUNT & DIGITAL PROJECT MANAGER **2016 - 2018**

Matrix Group International, Inc., Arlington, VA—digital agency specializing in web design & digital strategies for associations
- Execute digital and web design projects: develop project plan with deliverables and timelines, monitor project progress, identify and mitigate risks, ensure availability of technical assets and expertise
- Develop budgets, analyze actual-vs-budget financial performance, actively manage financial performance
- Allocate resources: negotiate availability of proper professionals at the right time from company-wide resource pool
- Lead cross-functional project teams, translate between the business, artistic, and technical worlds
- Keep in close touch with client stakeholders: check expectations throughout the project, creatively manage changing requirements and scope creep
- Consult clients towards solidifying and reaching strategic business goals, address structural road blocks, suggest follow-on projects
- Pitch ideas to executive management, build consensus, obtain agreement to execute

WORDPRESS DEVELOPER & WEBMASTER **2013 - 2016**

Six Half Dozen Design Studio, LLC, Alexandria, VA—graphic design studio for print, video and digital products
- Create responsive, standards-complying HTML/CSS/jQuery/AJAX/PHP custom themes and plugins for WordPress
- Translate Photoshop and InDesign comps into pixel-perfect digital user interfaces
- Train clients in editor/administrator WordPress backend functionality
- Run IT operations: Manage domain and hosting infrastructure, benchmark/improve performance, keep current in cyber security and implement website security measures

SOFTWARE DELIVERY MANAGER & SYSTEMS ANALYST **1994 - 2000**

American Management Systems, Inc. (now part of CGI Group, Inc.), Fairfax, VA—technology and management consulting firm with clients in US government and defense, telecommunications, finance, and healthcare
- Manage ISO9001-certified software development projects, adding and optimizing order processing and billing system components for national Telecom companies: Billing System TieLine for Unisource Europe; Bill Inclearing for Swiss Telecom PTT, Customer Care and Billing System Tapestry for Arcor GmbH, Germany
- Manage development of data warehouse systems: ETL tools for Federal Deposit Insurance Corporation (FDIC), web-based frontend to Financial Data Warehouse at Internal Revenue Service (IRS)
- Design, develop, and implement mobile telecommunications system components: Order Processing and Inventory Management for Mannesmann Mobilfunk GmbH, Germany
- Participate in R&D effort to prototype a web-based frontend to Momentum, AMS' Federal Financial System
- Work with internal focus groups to increase acceptance of workflow standardization and quality control procedures
- Lead successful teams of up to 30 professionals: Use principles of Emotional Intelligence (emotional management, social awareness, effective communication, conflict resolution, respect) to create groups with a sense of belonging and wellbeing, build on each individual's unique strengths and weaknesses to optimize performance, spark passion for joint team goals

SOFTWARE SYSTEMS ANALYST **1987 - 1994**

Siemens AG, Munich, Germany
- Develop software enhancements to order processing and production management systems
- Design, develop, implement UTM-D Transaction Monitor for invoice processing
- Provide customer service and end user support: travel to Siemens locations across Germany to conduct training, provide phone helpdesk support, conduct usability interviews with assembly line managers

EDUCATION

MA in Linguistics and Literature, Georg-August-Universität, Goettingen, Germany

Certificate Program in Software Development, Siemens Institute for Computer Technology, Munich, Germany

"I have great determination to get stuff done, know which screws need turning, and how to add that little sprinkling of magic at just the right time."
— Kat Boneau