



Digital Project Manager – Marketing Agency

SALARY RANGE (2017): \$96,000–\$127,000

I am a skilled and effective leader, and the success or failure of a project is my responsibility. I know how to multitask and prioritize, how to manage my time and keep things organized, all while using my communication skills to provide clear, concise tasks to the teams working under me. It is up to me to make sure that these teams work together, communicate, and meet their goals. If things veer off track, I am the only one responsible.

The Tip: Don't get a mentor. Get *mentors*. No single person has all the answers. I find the real learning isn't in what they agree on, but what they disagree on. This is where you can really start to ask hard questions.

PRIORITY KNOWLEDGE AND SKILLS:

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| <p>Technical Knowledge & Skills</p> <ul style="list-style-type: none"> • IS strategy, management & acquisition • Knowledge of applications • Systems analysis • System design & software development • Project Management Body of Knowledge (PMBOK) skills • Programming skills • Software-testing skills | <p>Tools</p> <ul style="list-style-type: none"> • Teamwork Projects • Zoho Projects • Wrike • Workfront • Microsoft Project <p>Certifications</p> <ul style="list-style-type: none"> • Project Management Professional (PMP) • Certified ScrumMaster (CSM) • Certified Associate in Project Management (CAPM) • Agile Certified Practitioner (PMI-ACP) • CompTIA Project+ Certification |
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BUILDING BLOCK EXPERIENCES

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| <p>Education & Learning:</p> <ul style="list-style-type: none"> • Bachelor of Computer Science • Professional Project Management (PMP) certification via the Project Management Institute • Follow the Project Management topic and articles in the <i>Harvard Business Review</i> | <p>My major in computer science introduced me to several important aspects of computing, giving me the ability to manage a variety of computing projects. I took electives in project management and business finance, both instrumental to my success as a project manager. At graduation, I committed to completing my PMP certification in four years. PMP is a highly valuable certification for project managers.</p> |
| <p>Employment Experiences:</p> <ul style="list-style-type: none"> • Worked as a sales representative for electronics retailer in university • Completed a work term as a project coordinator in a small technology start-up • IT project coordinator for a telecommunications company following | <p>I acquired people skills that help me thrive within ambiguous and sometimes, unrealistic client expectations. In addition, I go comfortable with numbers and analytical tools, which have enabled me to be more methodical in project schedule, scope, cost, and scope management. My experience provides me the</p> |

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| <p>graduation</p> <ul style="list-style-type: none"> • Project manager in telecommunications • Moved to a position as a digital project manager in a global marketing agency | <p>ability to a calming influence for my clients and my team.</p> |
| <p>Community Experiences:</p> <ul style="list-style-type: none"> • I am the volunteer webmaster and social media coordinator for my church | <p>My church had declining and aging membership for two decades. I built their first website and started all their social media accounts. For the first time in 20 years, our congregation grew by about 40% within one year. Many of the new members were between 18 and 25. I can't take credit alone for this, but it's nice to be able to contribute my skills and knowledge to a cause I am passionate about.</p> |
| <p>Contextual Experiences:</p> <ul style="list-style-type: none"> • Was on the varsity hockey team at my university. I was assistant captain in my final year. | <p>It is a cliché, but I was taught early as an athlete there is no "I" in team. This principle is central to how I manage people and projects.</p> |
| <p>Relationships:</p> <ul style="list-style-type: none"> • Developed a diverse team of mentors inside and outside of technology. This includes senior people in digital marketing, web design, entrepreneurs and professors. | <p>The diversity of my mentors often creates internal conflict and challenges. This is a good thing. I think building a uniform mentor team of people "just like me" may be comforting, but I found it to be a poor strategy. I now use mentors to challenge what I think I know.</p> |