

JENNIFER RANDOLPH

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DIGITAL PROJECT MANAGER

Detail-oriented digital project manager with balanced strategic and tactical focus. Extensive experience in global digital content, marketing, and operations for organizations with complex product offerings. Cross-industry experience in enterprise, SaaS, oil & gas, and financial services.

KEY QUALIFICATIONS

- **Project Management:** Define requirements and quickly identify client needs, collaborate with stakeholders to communicate and achieve business objectives; plan and manage complex projects, streamline processes to save time and money, lead cross-functional and distributed teams, work with global and offshore resources, present to diverse groups; handle multiple projects and changes in direction with grace and humor
- **Analytics:** Conduct analysis, identify trends, recommend process improvements and actions; use various tools to track relevant performance metrics (KPIs); develop dashboards
- **Content:** Develop and manage complex cross-media structure and content; recommend content strategy, information architecture, taxonomy, navigation, and metadata; develop and enforce content guidelines and policies; write and edit business requirements, digital content, marketing copy, training materials, and technical documentation; optimize digital content
- **Marketing:** Develop website structure and content that meets the needs of the organization and target markets, recommend and execute effective web messaging, carry out branding requirements, manage online communications and create collateral
- **Training and Support:** Develop technical documentation and training materials; directly train users
- **Projects include:** User experience and functionality, information architecture, usability and navigation, web development and production, SEO, analytics, testing and QA, develop tools and infrastructure for complex public, extranet, and intranet sites, optimizing for mobile
- **Technical Skills:** Adobe Experience Manager (AEM/CQ5), TeamSite CMS, Oracle Portal CMS, Digital Asset Management (DAM), Joomla, MailChimp, Weebly, WordPress, Google Sites, SharePoint, Salesforce, JIRA, Confluence, Blackboard Learning Management System, Photoshop, Microsoft Project, Podio, Visio, Adobe Analytics, Google Analytics, HTML / XML / CSS, Outlook, Webex

EXPERIENCE

Consultant – 2015 to present

Project Manager (contract)

- Organizing consultation, writing / editing

Gilead Sciences – Foster City, California – 2015

SharePoint Analyst / Project Manager (contract)

- Collaborate with IT for SharePoint migration: provide analysis and conduct Agile scrum / standups

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SuccessFactors (an SAP Company) – South San Francisco, California – 2013 to 2014

Portal Manager / Web Operations Engineer

- Collaborate with global partner marketing, sales, and operations to manage digital experience, content, and internal operations for Human Capital Management products; tools include Adobe AEM, SharePoint, and JIRA

VMware – Palo Alto, California – 2012 to 2013

Web Marketing Manager (contract)

- Collaborate with partner marketing and global operations to manage content for Partner Central portal: user experience, process improvement, writing / editing, marketing communications, web production, QA, localization, and metrics

Chevron – San Ramon, California – 2011 to 2012

Web Project Manager (contract)

- Develop business requirements with global business groups and manage execution of web projects with team of experts in usability, information architecture, design, writing, and web development

Visa Inc. – Foster City, California – 2006 to 2010

Web Program Manager

- Collaborate with multiple teams (marketing, product, legal, brand, design, production, QA, technical, external agencies) to manage Visa's extranet for client financial institutions: lead projects to improve user experience and functionality, recommend navigation and architecture, write / edit effective copy, conduct content audits, and evaluate metrics

Oracle Corporation – Redwood Shores, California – 2005 to 2006

Senior Web Manager (contract)

- Collaborate with channel marketing to develop site strategy, content, and functionality in support of the 20,000+ page Oracle PartnerNetwork portal

Consultant – 2002 to 2005

Project Manager (contract)

- Develop websites, write / edit content, and provide organizing consulting

Adobe Systems – San Jose, California – 1999 to 2002

Web Project Manager

- Manage cross-functional teams to plan and produce targeted content for global Adobe websites

EDUCATION

San Jose State University – San Jose, California

- Master of Arts, Music; Bachelor of Arts, Music; minor B.S. Electrical Engineering
- Ongoing Professional Development: Training toward PMI Certification as a Project Management Professional-PMP; Marketing Writing (UC Santa Cruz); Interface Design (UC Santa Cruz)
- Enthusiastic and experienced volunteer: www.JenniferRandolph.com/volunteer.html