

WAYNE KINNEY

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WHAT IF?

Your digital marketing team needs help. What if you had a program and project management warrior who has been through fire and floods and still delivered on time and budget?

I am that warrior and I want to help your team succeed and thrive.

POSITIVELY IMPACTING BUSINESS

F5 Networks

Sr. Manager of Web Experience / Web Program Manager | 2011-Present

A web team did not exist in 2011. That needed to change to scale in an increasingly digital and mobile world. I was hired to help the marketing org develop the muscles necessary to support a digital strategy through a modern website, delivering a significant increase in MIs, SALs, and SQLs into the sales funnel.

- ✓ Led the team through 3 rebranding efforts
- ✓ Created a federated search solution connecting all digital properties

Microsoft (Bradson Consulting)

Lead Global Program Manager | 2009-2011

Selling direct-to-consumer was a novel idea just getting off the ground in 2009 for a monolithic, traditional B2B company. I was hired as a vendor (via Bradson Consulting) to replicate US-led operations for Microsoft Store online in EMEA and APJ, using a remote digital vendor and coordinating with fulfillment centers in Ireland and online operations at HQ. I drove the expansion into 22 markets and the consolidation of the digital vendor platform, helping to cement a crazy idea into a core business model.

- ✓ Drove global launches for Windows 7, Office 2010, Office for Mac 2011, and XBOX 360 Kinect
- ✓ Managed the localization process to support 9 languages across the entire product catalog and marketing materials

Expedia

Lead Traffic Manager | 2006-2009

The retail team was struggling to hit deadlines and scale to tackle critical business initiatives. I teamed with the executives to establish a PMO and build project management tools, formal workflows, and create a cadence of project pipeline and review meetings. The result was full engagement by the executive team and BUs, better-utilized resources, and the production of high-profile campaigns in partnership with the NFL and Lucasfilms.

- ✓ Built a sophisticated project tracking tool in-house
- ✓ Established and managed a project portfolio of 200+ projects with ~50% in flight always

Drugstore.com

Sr. Project Manager / Sr. Web Producer | 2000-2006

I joined a team with a vision, passion, and enthusiasm. It was here that I learned how to wear many hats, juggle competing priorities, and the importance of investing in the team and tools to better serve the mission and the customer. I managed the execution of everything from the hundreds of small monthly promotions to a year-long, multimillion-dollar rebranding effort.

- ✓ Spearheaded IA, content strategy, features and functionality development
- ✓ Completed 6 full-site migrations to fulfill company M&A strategies

SMARTS

Initially a high-school drop-out, I received my GED from Bellevue College in 2009. All the skills and know-how have come from jumping into the deep end and figuring it out. I also soak up knowledge from my smart colleagues who, more often than not, become great friends.

- ✓ Project Management Foundation, February 2009—Project Management Institute
- ✓ Enrolled in the altMBA program, October 2018—www.altmba.com

SKILLS

Microsoft Project	HTML and CSS	Process Development
AtTask/Workfront Administration	Analytics and Optimization	Team Management
Wrike Administration	Content Strategy	Resource Management
Photoshop	Information Architecture	Portfolio Management
Fireworks	Copy Development	Project Management
Adobe CQ Marketing Suite	User Experience	Product Management
Adobe Experience Manager (AEM)	Editorial Management	Program Management
DotNetNuke (DNN) CMS	SharePoint	Vendor Management
WordPress CMS	Visio	Software Development Lifecycle (SDLC)
	Google Analytics	