

WAYNE KINNEY

Web Manager

CONTACT DETAILS:

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CORE STRENGTHS

- Content Creation
- Web Production
- Website Management
- Adobe Experience Manager
- Project Management
- HTML
- Coaching and Mentoring

ACADEMIC HISTORY

AltMBA Program, 2018

- Certificate of Completion

Bellevue College, 2009

- G.E.D.

Capital High School, 1993

EXECUTIVE SUMMARY

A leader by example; I prefer to work alongside my team to best understand the challenges and opportunities. More than 20 years experience and successes in web marketing and project management. I look for ways to drive big impacts with maximum efficiency.

EMPLOYMENT HISTORY

F5 Networks

WEB PRODUCTION MANAGER, 2017-PRESENT

Manage a team of web producers. Consult on projects for technical feasibility and strategic alignment. Resident process expert driving formalized process deeper and wider throughout the organization.

WEB PROGRAM MANAGER, 2014-2017

Managed and produced three major site redesigns as well as two site replatforming projects. Responsible for localization and operations of six global sites.

SR. MANAGER, WEB EXPERIENCE, 2011-2014

Created and led a small web team to support the operations and growth of the core site. Oversaw the first major redesign, launched federated and faceted search, and upgraded the content management system.

Microsoft

GLOBAL LOCALIZATION MANAGER, 2009-2011

Vendor position through Bradson Consulting. Managed the daily operations of international websites for Microsoft Store. Coordinated product onboarding, translations, and promotional launches through an offshore vendor. Grew digital footprint from five to twenty-two markets.

Expedia

LEAD TRAFFIC MANAGER, 2006-2009

Created and co-led a PMO team to support retail activities and all site management. Installed a project pipeline and portfolio review process for executive visibility and input. Invented a ticketing system that maximized resources and ensured quality outputs.

Drugstore.com

SR. PROJECT MANAGER, 2004-2006

Coordinated projects to support \$1MM+ rebranding effort. Oversaw testing, optimization, and performance of the site. Formalized process and documentation to control quality and efficiency.

SR. WEB PRODUCER, 2002-2004

Co-managed the creative team. Coordinated site redesigns and editorial calendar for updates. Drove feature and functionality development. Replatformed six websites to support company M&A initiatives.

PRODUCER, 2000-2002

Responsible for core site updates, promotional launches, brand presence, and print production.