

STEVE RAMSHUR

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PROJECT LEADERSHIP

▪ <i>Project Management Professional (PMP)®</i> ▪ <i>Agile / Waterfall</i> ▪ <i>Content management</i>	▪ <i>Product management</i> ▪ <i>Service delivery</i> ▪ <i>Communications</i>	▪ <i>Event management</i> ▪ <i>Exceptional customer satisfaction</i> ▪ <i>Servant leadership</i>
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Certified *Project Management Professional (PMP)®* with over a decade of experience in digital project & capability management, specializing in Enterprise Web Content Management System (CMS) migrations and implementations, and integrated Digital Marketing campaign management. 30 years experience developing collaborative cross-functional multi-disciplinary and globally dispersed and diverse project teams. Fluid in predictive (waterfall), adaptive (Agile), and hybrid methodologies. High standards of excellence in communications and reporting. Exceptional focus on customer and client. Translation of technical terms into easily understood business and marketing language. At ease working with marketing, back-end and front-end development, legal, content, medical, and offshore teams. Leverages training in executive coaching and creative arts to bring innovative approaches (and humor!) to business challenges. References available.

PROFESSIONAL EXPERIENCE

ADOBE, San Jose, CA (remote)

February 2020 – May 2020

Project Manager, Adobe Consulting Services

Project manager for implementation of Adobe Experience Manager (AEM) Sites and Assets CMS for US Telecom client; responsible for managing schedule, scope, resourcing and budget of \$2M.

ERNST AND YOUNG, New York, NY (remote/Hoboken, NJ)

January 2018 – January 2020

Project Manager, Brand, Marketing & Communications

- Project manager for content migration of US site from legacy system to Adobe Experience Manager (AEM)
- Created and implemented content pipeline workflow
- Coordinated efforts of marketers, editors, producers, creatives, onshore and offshore resources
- Site launched six weeks early

NYU LANGONE MEDICAL CENTER, New York, NY

June 2016 - March 2017

Agile Business Analyst

- Worked with stakeholders to perform quality control on public user profiles, updating content in CMS
- Gathered requirements for integration of Peoplesoft recruiting and onboarding solution
- Managed implementation of Duo two factor authentication. Wrote User stories, groomed backlog, delivered change management communications

PRICEWATERHOUSE COOPERS, New York, NY

March 2014 – April 2016

Digital Project Manager, Global Online Team

Led development of interactive digital campaigns and performed tasks for enterprise-level content management system migration to Adobe Experience Manager (AEM).

- Provided high level digital strategy consultancy for over 65 Global campaign and report launches, defining most effective approach for internal campaign objectives.
- Partnered in planning of digital campaigns, collaborating upon content outputs, scope of content and timing.
- Aligned business partners with internal resources and external vendors to deliver agreed digital components, reviewed technical requirements for integration into website and social channels, and finalized outputs.
- Ensured projects align with existing brand standards and governance.
- Performed inventory audit tasks for Enterprise Web Content Management migration content, and implemented new taxonomy.
- Managed team of three content remediation specialists, completing over 3,000 page updates in six months.

MCGRAW-HILL FINANCIAL, New York, NY

Sep 2013 – Feb 2014

Web Content Migration Specialist, Corporate Communications

Supported development of new corporate intranet and migration of legacy content.

- Conducted content audit identifying over 70% of current content as being redundant, outdated, non-business related or underused
- Trained users in best practices, basic usage of new system
- Gathered support for content migration plan in road shows to senior leadership

AMERICAN EXPRESS, New York, NY

June 2007 – March 2013

Manager of Interactive Development, Content Management

Evangelized the Enterprise Content Management System (CMS) platform across 15 international markets.

- Ensured successful migration of over 5,000 hosted and XML pages and templates for 15 International markets from Vignette-based CMS to SDL Tridion platform. Provided ongoing advisement to Business Partners on Platform Migration timelines and new Engagement Process, responded quickly to all customer inquiries, proactively resolved issues before they became risks, ensured UAT deliverables were met on time, delivered Stakeholder Updates, maintained clear channel of communication with Tech and Migration Teams.

Analyst of Interactive Development, Content Management/URL Management

Provided business management of legacy Vignette Enterprise Web Content Management capability, focusing on domestic U.S. projects. Worked closely with marketing teams, technology partners, external vendors and consultants to roll out projects and support new website launches.

- Drove numerous projects through to successful completion, including first implementation of content management on Mobile platform; Merchant Acquisition Uplift (ensured design was 100% Accessibility Compliant; partnered with agency to maximize SEO); Merchant Resource Center (navigated complex internal approval and implementation process for online video).
- Led Team to Uplift Internal SharePoint Team Site, resolving task that had remained open for 8 months. Optimized Site Architecture for cost, labor division, and risk, and gained support from Senior Leadership. Fostered engagement and delegated tasks amongst Team Member Resources; Guided Team in development of Site Guidelines, Governance Standards, Architecture, and Communications Strategy.
- Maintained CMS Team Invoice Tracking Sheets and accruals, providing Finance with monthly updates; ensured vendors provided accurate forecasts and timely invoices; 2011 Budget of >\$2.5MM maintained within Variance of 0.0037%.
- CMS Proof of Concept: ensured that Enterprise Mobile requirements were a hot topic in the Proof of Concept, challenging vendors to demonstrate mobile capabilities. When neither vendor could provide a robust end-to-end Mobile CMS solution, partnered w/ AXP Mobile team to find 3rd party mobile CMS vendors. Took lead role in UAT efforts for the PoC, ensuring inclusion of key business partners and stakeholders.

**Executive Associate, US Advertising & Global Agency Relations,
Global Advertising and Brand Management**

System Administrator for Lotus Notes based global requisitioning tool with over 250\$MM in global ad spend annually, configuring new user profiles, researching and resolving invoice issues and system outages. Worked with agency partners to troubleshoot system replication issues errors, and escalated issues where appropriate.

- Project manager for annual database rollout, ensured deliverables were on time, working with tech teams across three time zones and two continents.
- Coordinated Agency Selection training for over 500 employees in 16 sessions in local and global markets. Executed all communications, scheduled and confirmed attendees, cascaded training assets, ensured local, virtual, and remote meeting resources were available.

EDUCATION / TRAINING

PMP - Project Management Professional Certification

ICF - Leadership Coaching for Organizational Performance

MFA – New York University

BFA – University of Connecticut