

# Christy Rae Thom

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## Enterprise Technology Project Manager

**Dynamic and resourceful technology project manager with expertise in concepting and delivering creative UX and web design strategies that propel businesses to the forefront of their industries.**

Results-driven industry specialist skilled in streamlining enterprise-level creative workflows to optimize efficiency and profitability. Articulate communicator with talent for cultivating productive working partnerships. Collaborative leader with demonstrated success in building and mentoring teams that exceed expectations. Adept at project management. Experienced in contract negotiation. Committed to pursuing opportunities for continuous professional growth and development.

### Areas of Expertise

- Process Improvement
- Project Management
- Content Development
- Leadership & Mentoring
- Strategic Planning
- Operational Oversight
- Training & Development
- UX Strategy
- Problem Solving

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### Technical Skills

**Software and Programming:** Adobe Creative Suite (Illustrator, Photoshop, XD interaction prototypes) | full MS Office Suite/old and 365 | Figma, Sketch | Slack, Microsoft Teams, | G-Suite | Github | HTML5 | CSS | Javascript

**Content Management Systems:** WordPress (custom template creation) | Bootstrap | Webflow

**Project Management Platforms:** MS Project, Jira, Trello, Smartsheet, Azure DevOps

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### Career Experience

**Christy Rae Designs**, Seattle, Washington

**Project Manager | Web Developer | UX Content Strategist**, September 2017 – Present

Design and deliver customized HTML, WebFlow, and WordPress websites. Facilitate project management. Build skills in UX development, UI design, and UX content strategy.

- Delivered web development and strategy projects for B2B technology marketing firms, providing optimum ROI in terms and time and value.
- Collaborated with TenGun Design to build website for global travel company.
- Partnered with CenterLine Digital to develop UX content strategy for enterprise-level information management organization.
- Project Manager and social media instruction provided to Lisa Furukawa Music.

**Microsoft**, Seattle, Washington

**Contract Senior Project Manager – Business Strategy, Advertising Quality Services, 2016 - 2017**

Optimized user experience for Bing.com.

- Upgraded security for fraud services department within five months by developing and introducing easy-to-understand customer policy guidelines.
- Slashed case time-to-close in half by establishing training curriculum for agents, including site templates and support documentation, while adhering to Microsoft legal department requirements.
- Unified policy judgment application for first time within department.

**Contract Project Manager – Policy Analyst, Advertising Quality Services, 2012 - 2016**

Trained and supervised case managers through executing reactive fraud procedures for Microsoft Advertising, a \$4B business. Collaborated with Bing and Yahoo networks to enhance overall user experience.

- Built, launched, and oversaw internal SharePoint site to assist with advertising escalations.
- Streamlined departmental operations.
- Designed example websites of policy violations for customer service representatives to use when fielding calls regarding penalized accounts.

**Triad Web Design and Marketing**, Raleigh, North Carolina

**New UX Business Development Director, 2011**

Directed business development operations for growing web development and marketing company.

- Expanded new client portfolio by 25% within six months.
- Established 200+ new accounts by boosting add-on sales.

**Senior Account and Project Manager/New Business Development Director, 2008 - 2011**

Supervised 40+ web projects. Managed global team of web developers. Facilitated clear communication with non-technical stakeholders. Developed user research and stories on all new accounts.

- Secured \$3M+ in upsell business within one year.
- Define project scope and objectives for all projects, involving all stakeholders and ensuring workability.
- Assign responsibilities, monitor, and summarize progress of projects; intervene in projects stalled and bring to completion.
- Achieved on-time, underbudget project completions by coordinating and strengthening working relationships with technical team.
- Designed sales team tools to facilitate clearer understanding of packages being sold.
- Create, edit and refresh content and images for live and in progress website projects.
- Cut revisions and layout rejections by 65% through implementing impactful research methodologies.
- Instructed clients on SEO best practices and assisted them in getting started with SEO, SEM and social media campaigns.
- Earned promotion to business development manager position.

**Additional Experience:**

**Lifecycle Project Manager, AT&T, Raleigh, NC**

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**Education**

**Bachelor of Arts in History, in progress**

University of North Carolina – Chapel Hill, Chapel Hill, North Carolina

**Associate of Science in Information Technology, 2019**

Seattle Central College, Seattle, Washington

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**Honors**

Dr. Charles H. Mitchell Fund for Excellence Scholarship

Member, Phi Theta Kappa

Featured Scholar - Believe Gala, Seattle Central College

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**Certifications**

PMI - Project Management Foundations – Agile Certified Professional – pending 2021

Adobe Creative Professional