

My unique skills are: translating business process needs into effective planning documents, building measurable tools that solve pressing problems, and leading across and within teams to drive initiatives

- **Turns ideas into reality:** clarifies needs, develops plans, tests assumptions, implements production
- **Drives progress:** understands goals, leads efforts, tracks schedules, explains documents
- **Manages teams:** gathers cohesion around a shared goal, breaks down processes, drives delivery

PRODUCT MANAGEMENT EXPERIENCE

Director of Digital Products, Green America (Washington, DC) June 2016 - July 2019

Consolidates all existing websites and builds out a new platform to manage the organization's digital properties, including quarterly magazine, print publications, national network of green businesses, and several content-focused sites (\$215k budget, 49% increase in visitors)

- **DevOps, Database structure, Data Import, Security, Site Reliability**
- Leads in-house ongoing web needs, with access to and oversight of external contractors
- Works with staff to maximize SEO and stakeholder engagement
- Synthesizes needs & requirements from internal/external stakeholders into cohesive product roadmap
- Ensures that internal stakeholders have support to successfully learn and use digital technologies
- Responsible for budgeting for technology needs as well as tracking expenses to budget
- Manages external resources and timelines to balance requirements against ROI
- Pulls together input from users, executive leadership, staff with content expertise, and online communications team, and turns these into a thoughtful and coherent vision and strategy for digital

Artifacts: Shipped code, user personas, sketches, functional specifications sheets, database design, presentations

Tools: Agile, Drupal 8, Charity Engine, Wordpress, ActOn, Joomla, Google Sheets/Analytics/Maps, Pantheon, Git, Sublime, HTTPS, PCI Compliance, Excel/Powerpoint/other Office products

Lead Software Engineer (Consultant), GIST Network (Washington, DC) January 2016 - May 2018

Identified and specified all architecture and technical features for a redesigned platform to support international entrepreneurship, directed development/designer team, a project of the U.S. Department of State (\$560k budget, 8000+ users)

- **DevOps, Systems Administration, Database structure, Program Mgmt, Product Mgmt**
- Worked with former providers to identify and specify unified fields from a legacy platform to Drupal 7
- Specified architecture and implementation for competition, competition entries, bootcamp participants, events, pages, resources, organizations, and informational posts
- Documented and assigned user roles and permissions
- Set scrum goals and led development, provided feedback & guidance to 6-person team during buildout
- Worked with both the end client and the development team to deploy redesigned site

Artifacts: Shipped code, lucid chart diagrams, layouts, functional specifications, database maps

Tools: Agile, Drupal 7, Slack, ActiveCollab, Balsamiq, Pantheon, Acquia, Git, SFTP, Sublime

Product Team Lead, Ashoka Changemakers (Arlington, VA) February 2014 - December 2016

Led team for redesign and refactoring of a web platform, implemented scrum for 3-person team, supported 40+ coordinators, managers, operations, & exec. leaders (\$180k budget, 85k monthly users)

- **Database structure, Program Management, Product Management**
- Identified functional specifications, evaluated potential solutions, installed/wireframed/themed site
- Created reports, content types, documentation, user stories, roles/permissions, trainings

Tools: Drupal 7, Jira/Fisheye, Analytics, Slack, Confluence, SequelPro, drush, Sublime, Git, TeamworkPM, Trello, localization/translation

Project Manager, Web Developer, 10K Webdesign (HI and CA) July 2004 - January 2014

Lead developer, producer, coder, liaison, manager on 240+ website redesigns and new website launches for clients like SOCCOM Princeton (research group, \$23m 5-year budget), Castro Valley Sanitary District (government, \$11m annual budget), West Contra Costa Integrated Waste Management Authority (public agency \$4.5m annual budget)

- Client-facing manager: Identified process, developed standard operating procedures, created workflow
- Full stack Drupal developer: produced all database architecture, code, installation, build out, themeing
- Managed project milestones, kept contractors and overall team on track, ran scrums
- Worked with clients to determine business process and needs, scoped projects, deliverables, specs
- Organized and presented at DrupalCamp Hawaii 2011

Tools: Drupal 6, Twilio, Rundexter, Cloudflare, ApacheSolr, Acquia, Views, Panels, Entity, EntityReference, Bootstrap, CKEditor, Media, Calendar, GMap, Location, Feeds, Chaos Tools, Token, Pathauto, Webform, jQuery Update, Google Analytics, Rules, Features, Context, Integrations: Firebug, Analytics, Slack, Jira/Fisheye, Confluence, SequelPro, drush, Sublime, Git, TeamworkPM, Skype, Hangouts, PHP/MySQL, Google Drive, UXPin, LucidChart, Salesforce Integrations, Pantheon, Trello, Assembla, localization, Open Graph (FB Login, OneAllSocial), Twitter API, MailChimp, SalesForce, Wild Apricot, Google Maps API, Analytics, PCI, Authorize.net, PayPal, SSL, AJAX, JQuery, PEAR, AddThis, CK Editor, TinyMCE, Vimeo, YouTube, vCard, Sitemaps, RSS, Google, Amazon Catalog Search

OTHER EXPERIENCE**Advisor, MAAN Softwares (Jan 2017 - Jan 2019)**

Early collaborator and advisor to offshore web design and development team

Founder, A Successful Woman (San Diego, Sep 2006, sold to new owner Feb. 2012)

Created and wrote for revenue-generating blog 10,000 users/month, built on Drupal 6/7

Governing Board Member, Interim Exec. Dir, APA for Progress (San Francisco, Jan 2004 - Dec 2005)

Founding team member building infrastructure for advocacy group, coordinated planning for nationwide student-focused training program

Policy Analyst, JMPT Consulting Inc. (San Francisco, Aug 2001 - Jul 2004)

Support team for evaluation of Dept. of Children, Youth, & Their Families, 100+ orgs, 35 subcontractors

Program Coordinator, World Trek for Service and Education (Sep 1999 - Jun 2001)

Travelled to 35+ countries developing K-12 curriculum, two 1500-word articles per week for 18 months

COMMUNITY INVOLVEMENT

Green America: Board Member, Chair of Diversity, Equity, and Inclusion Committee (2018-2021)

NTENny Awardee: Awarded to nonprofit professionals who go “above and beyond” for the sector (2018)

Female Founders Network, networking group (2015-present), 800+ participants, 8300+ FB Community

Girl Scouts Troop Leader (2013-present), background-checked volunteer, led 5 troops, Grades K-5

STEM Daisies, Increasing STEM women’s visibility through videos (2014-present)

EDUCATION

B.S. Environmental Systems Technology, '94 Dept. of Agricultural & Biological Engineering, Cornell U