

EMMA KINGSTON, MBA, PMP

Web Department Manager, E-Commerce and Web Senior Project Manager
PMI-PMP Certified

EXECUTIVE SUMMARY

Digital Marketing and Web Development Manager

25 years experience managing web development and e-commerce projects and teams.

Results-oriented, self-motivated, and collaborative

Customer satisfaction and built-in quality are always a priority

Currently in Phoenix, AZ USA. Open to remote opportunities or relocation

PEOPLE MANAGEMENT SKILLS

Team Management, Leadership, Organization, Negotiating, Problem Solving, Public Speaking, Adaptability, Collaborative Decision Making, Facilitating, Meeting Management

Intellectually curious with strong leadership, communication and problem-solving skills

Hiring, training, motivating, conducting performance reviews

Building partnerships and fostering collaborative relationships across the organization

Management of on-site and off-site team members including off-shore developers

Scrum master for daily standups

Member of the Agency Leadership team

PROJECT MANAGEMENT SKILLS

Project Management Methodology

Project Planning and Scheduling, Budgeting, Resource Management, Risk Management, Stakeholder Engagement, Team Management, Time Management, Quality Assurance

Project Management Tools

Teamwork PMIS, Jira, Confluence, MS Project PMIS, Trello, Basecamp, Slack, Asana, Harvest

TECHNICAL SKILLS

Web Development and E-Commerce - Wordpress, Squarespace, HTML5, CSS3, CMS, Frontend development, Javascript, PHP, Woocommerce, Shopify

Graphic Design - Adobe Photoshop, Illustrator, InDesign, Acrobat, Usability testing, Responsive design

Local and Social - Local SEO, Schema, GMB Google My Business, SMM Social Media Marketing

Organic SEO - Google Ads and Analytics Certified, PPC Campaigns, on page and off page optimizations

Content and AI - Content Strategy, Copywriting and Content Marketing, AI interactions

DEGREES AND CERTIFICATIONS

MBA - American Business and Technology University. Presidential Award

PMP & CAPM - PMI Project Management Institute

B.Commerce – Bachelor’s Degree from University College Dublin, Ireland. Graduated with Honors

CAREER HISTORY

V Digital Services, Web Manager, Phoenix AZ (2020-2023)

- Managed and mentored the web development team - developers, designers, QA specialists, project managers
- Lead team-wide meetings, assign tasks and workloads to employees, and foster collaboration among teams and across departments.
- Responsible for driving about 20 web builds per month from discovery and quote through launch and training
- Average of 40 open web builds at a time
- Grew average monthly revenue by 20% to approx \$100k per month.
- Month over month improvement in department profit from becoming manager in March 2022
- Developed new processes and procedures to decrease the average web build time by 34%
- High client satisfaction ratings for both myself and the department
- Responsible for promoting the web department through the Agency and to external sales teams

Signature Art Galleries, Web Project Manager, Phoenix AZ (2020)

- Created a full e-commerce solution to allow for online sales of over 3,000 paintings from 50 artists in three physical locations and a centralized studio.
- Successfully developed a robust marketing plan and brought a new venture to market by creating a brand, website and all associated marketing and social media.
- Supported websites and digital presence for other ongoing business units, increasing their market share and strengthening their platforms.
- Increased ad conversion rates by over 100% through targeted SEO and PPC

Kingston Digital Marketing, Owner, Phoenix, AZ (2008-2020)

As sole proprietor of a digital marketing and web development company, I managed both the technical and support functions in the life cycle of web design projects and marketing strategies for my clients.

- Created online presences for businesses through website and social media development
- Project management including project bid and client proposals, billing and bookkeeping, relationships with external consultants, and scope management.
- Team management of a diverse offshore team
- Online store development and management (Woocommerce and Shopify)
- Ongoing ad campaigns through Google
- Assisted startup companies with acquiring investment through business strategy consulting and pitch preparation
- Branding and collateral design (Adobe Creative Suite)
- Design included creating wireframes, designing for usability and responsiveness, while ensuring the design stayed within project scope
- Main focus was in the Healthcare industry.
- Websites were generally in the \$3,000-\$5,000 range

Early Experience

- Sharp Incentives - Operations and Customer Service Manager (Phoenix, AZ)
- Elan Pharmaceuticals - Web Manager (Dublin, Ireland)
- Sun Microsystems – Internal Webmaster (Palo Alto, CA)
- Unisys Ltd - IT Consultant (London, England)
- Renaissance Contingency Services - Office Manager (Dublin, Ireland)

CONTACT DETAILS

Phone: (602) 888-4450

Email: emmakingston@gmail.com

Linkedin: <https://linkedin.com/in/emmakingston/>