

# DANIEL SHORTWAY, MPS, PMP

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## SENIOR PROJECT MANAGER WEB/SOCIAL NETWORKING APPLICATIONS

Business Needs Analysis  
Project Charters & Requirements Planning  
Full Design & Integration including E-Commerce & Web Utilities  
Client Interactions & Vendor Relationships  
Agile and Waterfall Development Systems

### EXPERIENCE

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#### **Senior Interactive Producer / Project Manager** (3/10 – 11/10). MRM WORLDWIDE, New York, NY

- Helped in the on-boarding of The Home Depot account (\$12 million) and helped to develop processes and timelines for 100+ web updates and emails across the Home Depot family of sites.
- Built processes, templates and structure for the team of 10 producers handling up to 45 projects at a time and personally led internal and external teams of programming, design, copywriting, video and QA teams of up to 30 people at a time.
- Worked with senior management to level resources across the producer team and other departments.
- Utilized MS Project, Word and Visio, created project charters, requirements documents, work breakdown structures, network diagrams, and gantt charts. Developed effective templates for all documentation, resulting in substantial efficiency for accomplishing milestones expeditiously.

#### *Projects:*

- Led the creation, and build of updates to homedepot.com including the Light Bulb Selection Utility, the How-To Video section and many emails.
- Conceptualized, developed and built the Beat of the World YouTube App (\$700,000) and the Master of the Mix website (\$500,000) simultaneously for the Smirnoff division of Diageo including sites on Facebook, YouTube, Twitter and MySpace.

#### **Senior Project Manager** (3/09 – 3/10). PERRY SYSTEMS, Englewood Cliffs, NJ

- Led, directed, and oversaw numerous web-based creative projects for company's premiere client—a firm that specializes in delivering entertainment and web-utility applications deployed on well-known social networking sites.
- Guided the efforts of two direct-report junior project managers. Continually assembled and simultaneously managed project teams comprised of the aforementioned project managers as well as Flash, C#, and ASP.NET developers (in-house and remote employees residing in Romania, Israel, and Canada).
- Launched projects through discussions with client-side COO and President. Ascertained all business goals and remained engaged with client's senior management to answer questions, tweak objectives, and provide updates.
- Conceptualized and set in place a detailed roadmap for initiating, advancing, and completing each project.
- Orchestrated live releases almost daily. Continually updated prior projects to improve user experience and remain "cutting edge" in the eyes of demanding audiences.

#### *Projects:*

- Led the creation, build, testing, and launch of [www.mytattoons.com](http://www.mytattoons.com), [www.IncredibleScreensavers.com](http://www.IncredibleScreensavers.com), and [www.myfunwallpapers.com](http://www.myfunwallpapers.com).
- Championed improvements to the search engine tools [www.tattoodle.com](http://www.tattoodle.com) and [www.fastbrowsersearch.com](http://www.fastbrowsersearch.com).

#### **Web Producer** (8/08 – 1/09). BLOOMINGDALE'S DIRECT, New York, NY

- Created detailed project charters & requirements for e-commerce and other web initiatives.
- Conferred with internal stakeholders, such as merchandising, marketing, and public relations managers to delineate business needs. Assessed feasibility and clarified project goals. Converted ideas to actionable project requirements.
- Instituted project timelines, established project teams, and guided the progress of several projects concurrently.
- Engaged third-party partners/vendors to construct applications or parts of applications.

#### *Projects included:*

- An improvement to e-commerce merchandising involving the redesign of sorting affecting hundreds of pages.

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- Standardization/auto-conversion of clothing sizes (American vs. European), improved sort-order definitions, and the inclusion of toggling drop-down menus for size selection.
- A holiday window subsection which was a collaboration with Sony and Infiniti. The site's celebrity video required fast turnaround, multiple refreshes over several weeks, and extensive coordination with partners and vendors.
- A virtual shopping web application for mixing and matching house wares products.

## **Project Manager** (1/08 – 7/08). THE KNOT INC., New York, NY

- Managed a team of project managers, developers, and designers in the mission of conceptualizing and bringing to fruition web-based marketing projects for this high-profile wedding planning resource company.
- Defined project requirements and oversaw day-to-day production of banner campaigns, emails communications, micro-sites, and rich-media projects.
- Utilized Project Management Office to create and document specifications and estimate projects.

### *Selected projects:*

- Oversaw a challenging project to increase the size and functionality of the site's video player as well as modify the advertising system to allow full-featured ads (Dart).
- Managed an e-commerce project necessitating the optimization of project categorization and ordering.
- Supported the company's co-marketing initiatives (hospitality, bedding, and lingerie industries) through the creation of viewable project concepts (wireframes) as well as project estimates for full development.
- Overhauled the site's personal website (social networking) area, which was suffering from functionality glitches.

## **Interactive Project Manager** (5/07 – 11/07). MEDICAL KNOWLEDGE GROUP, New York, NY

- Championed live meeting technology and interactive training for this company which provides physician and patient education programs.
- Managed vendor relationships and created timelines for interactive projects.
- Developed program to train other project managers, producers, and account managers (40 in total), on the core technologies deployed in interactive training and internet/intranet infrastructure.

## **Web Consultant** (9/05 – 5/07). HOFFMANN-LA ROCHE, Nutley, NJ

- Teamed with programmers, project managers, editors, and other web design professionals to generate product-specific websites and interactive media for this global pharmaceutical company.
- Spearheaded projects through complex industry regulatory processes (internal and external).
- Delivered customer relationship management (CRM) emails using HTML and CSS.

### *Projects:*

- Created and animated a flash-based program to educate providers about the flu vaccine [tamiflu.com].
- Designed a xeloda.com to share comprehensive information about the drug, Xeloda, and the diseases it treats.
- Made substantial contributions to the redesign of pegassist.com—a website devoted to patient education about hepatitis C. Credited with changing the visuals on the site including graphic selection and layout.

## **Interactive Project Manager & Design Consultant** (12/04 – 9/05). UNICEF, New York, NY

- Managed an interactive media project to educate diplomats and other professionals on global cultural differences.
- Organized divergent content by creating relevant transitions and links.
- The project's outcome was an approximately 500 page site deployed in three languages.

## **Project/Production Manager** (1/04 – 12/04). J. ZACHARY DESIGN GROUP, Mahwah, NJ

- Contributed to the firm's creative output for print and online marketing/advertising projects.
- Developed, presented to client, and executed new brand strategies including logo and package design as well as collateral materials.
- Managed full conceptualization to rollout of a client's website.
- Evaluated service providers for the firm's production needs.
- Oversaw production of a client's trade publication.

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## EDUCATION

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**Master of Professional Studies, Design Management**, 2006. PRATT INSTITUTE, New York, NY

**Bachelor of Fine Arts, Art and Design**, 2002. WILLIAM PATERSON UNIVERSITY, Wayne, NJ

## TECHNOLOGY SKILLS

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**Business Applications:** Project, Excel, Word, Visio, Access, QuickBase, Bugzilla, Dart for Publishers, Coremetrics

**Design Applications:** Photoshop, Illustrator, Dreamweaver, Flash, HTML, CSS, Indesign, Final Cut Pro

## CERTIFICATIONS

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Project Management Professional (PMP) Certified