



ISAAC KLEIN

Digital Project & Creative Services Management

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ABOUT

Seasoned Agile digital project manager, cross-functional connector, team leader, digital transformer, process optimizer, creative thinker, deadline exceeder, and relationship builder. Proven track record of producing high-impact work that is consistently on time and under budget. Always focused on increasing ROI, while maximizing both internal and external stakeholder satisfaction.

SKILLS

MS Office, Adobe CS, JIRA, Confluence, AirTable, Trello, Monday, Forecast, Sketch Basecamp, Workfront, Adobe, Experience Cloud, Google Analytics, Salesforce

DIGITAL PRODUCTION:

Web/iOS/Android, UI/UX, JS, HTML5, e-commerce, .NET/PHP, CMS/WP/SiteCore, social media, CRM, SEO/SEM, display

TRADITIONAL PRODUCTION:

animation, video/photoshoots, print/publication, tradeshow, direct mail, OOH, dimensional, promo/merch, POP/signage

WORK HISTORY

- + **SR. CREATIVE DIGITAL PROJECT MANAGER UI/UX:// NAGASE AMERICA**
2020 – CURRENT | PHILADELPHIA, PA
- + **DIRECTOR OF PROJECT MANAGEMENT:// ASSEMBLE & PARTNERS LLC**
2019 – 2020 | PHILADELPHIA, PA
- + **SR. DIGITAL PROJECT MANAGER:// HERO DIGITAL (COMCAST)**
2019 | PHILADELPHIA, PA
- + **SR. DIGITAL PROJECT MANAGER UI/UX:// LIFESCAN (JOHNSON & JOHNSON)**
2018 – 2109 | MALVERN, PA
- + **VP ACCOUNT SERVICES:// 20NINE DESIGN**
2014 – 2017 | CONSHOHOCKEN, PA
- + **DIRECTOR OF ACCOUNT SERVICES:// 1 TRICK PONY**
2007 – 2014 | HAMMONTON, NJ
- + **ACCOUNT EXECUTIVE:// GOODWAY GROUP**
2005 – 2007 | JENKINTOWN, PA

IMPACT

- **[1 TRICK PONY]** Rebuilt a 12-person team handling a Fortune 100 account. Optimized daily status time from 2 hours/day to 30 mins a week. Redirected the overall digital strategy from traditional funnel display to a dedicated LP structure utilizing omniture tracking/ Adobe Target. Resulted in an increase of total revenue on the account from \$513K to \$1.3MM in 10 months.
- **[20NINE DESIGN]** Changed a business operations model that relied on outsourcing by installing the right in-house development staff and building a custom resource management platform, resulting in an increase in annual revenue by \$2.76MM. Led the overall development and UI/UX design processes behind the rebuild of a company website which led to a 174% increase in unique traffic and an increased AVG Session Time from :41 to 3:30 in its first 3 months from launch.
- **[LIFESCAN]** Helped implement a new PM platform and strings/translation key process that put the UI/UX team 2 sprints ahead, while significantly decreasing project churn/cost.
- **[ASSEMBLE]** Implemented new daily standup procedures, reducing the amount of communication time required on each project by around 25%. Redesigned the company's website leading to a 62% increase in unique visitors.

EDUCATION

BS: BUSINESS COMMUNICATIONS • 2003 • ITHACA COLLEGE

PROFESSIONAL EXPERIENCE:

Sr. Digital Project Manager (UI/UX) ://

Nagase America LLC, Philadelphia, PA

June 2020 – Current

- Manage, plan and track all UI/UX, Content and Marketing team(s) activities/deliverables related to launch of x3 separate global websites for Nagase America.
- As a member of the PMO, assist with the creation and establishment of overall Program Governance, both internally and with regards to the 3rd Party/Agency partner
- Assist with the development and execution of Digital Transformation initiatives, as well as establishing overall design/development best practices
- Ensure that all UI/UX dependencies that impact CRM, E-commerce and Development are documented and executed on time
- Resource planning and estimation, oversee Usability (User) testing, and UAT process
- Manage communication, and establish touchpoints with Sr. Leadership to ensure that the business needs/requirements are being addressed within specific projects, at the right time

Director of Project Management ://

Assemble & Partners, Philadelphia, PA

September 2019 – June 2020

- Managed, planned and coordinated all daily activities for all PM, development and UI/UX resources
- Scoped, planned/developed and executed digital engagements for clients across multiple industries (B2B and B2C), including online banner display campaigns, front and backend website development, application development, e-commerce and social media campaigns
- Primary liaison for 50% of the pharmaceutical and 100% of the retail/e-commerce clients
- Developed new SOW template and process
- Responded to all new business requests and put together advanced technical and pricing scopes
- Created company brands standards
- Responsible for all pricing, estimates and client billing
- Optimize and implement all production processes and software platforms

Sr. Digital Project Manager ://

Hero Digital/Comcast, Philadelphia, PA

June 2019 – August 2019 (Contract)

- Manage, plan and coordinate the daily activities for all design and development resources for the Xfinity Prepaid platform (App/Web)
- Implemented a phased, and a much-needed Agile approach to the SDLC, which resulted in the app moving from being 10 weeks behind schedule to being released on time
- Primary agency liaison between the Product Team and all cross-functional departments (Marketing, Testing/QA, Legal, Brand)
- Plan and execute long term release schedule for replacement of all related API services and product backend architecture, as well as multiple quick-turn marketing updates and feature optimizations
- Manage communication, and establish touchpoints with Sr. Leadership to ensure that the business needs/requirements are being addressed within specific projects
- Optimize and improve all production processes and software platforms, manage 3rd party vendors

PROFESSIONAL EXPERIENCE (cont.):

Sr. Digital Project Manager (UI/UX) ://

Lifescan Inc. (J&J), Chesterbrook, PA

January 2018 – June 2019 (Contract)

- Lead a team of 5-7 designers/developers in an Agile SLDC within the Pharma/Medical Device space. Act as the champion for UI/UX, and ensure Brand guidelines/voice is maintained consistently throughout the various platforms/experiences
- Manage, plan and coordinate the daily activities for all design/copy resources, and development activities for the OneTouch Reveal suite of products (iOS/Android/Web)
- Help coordinate and architect all user studies (Human Factors, Substantive/Unit Testing)
- Primary liaison between the UI/UX/Dev and all cross-functional departments (Regulatory, Clinical, Commercial, Quality and Testing)
- Resource planning and estimation for up to 3-4 global projects/releases simultaneously
- Manage communication, and establish touchpoints with Sr. Leadership to ensure that the business needs/requirements are being addressed within specific projects, at the right time

VP Account Services ://

20Nine Design, Philadelphia, PA

June 2014 – December 2017

- Led the management and business operations for 20 account, development and creative staff
- Oversaw the sales process, P&L and all billing/invoicing
- Responsible for establishing a relationship with clients (Sales/New Business), and onboarding them as the primary client liaison
- Scoped, planned/developed and executed digital engagements for clients across multiple industries (B2B and B2C), including online banner display campaigns, front and backend website development, application development, e-commerce, social media campaigns, experiential, print and mobile advertising
- Optimize and improve processes and implement new software platforms/solutions
- Led the development of new agency processes, from Sales, HR to Client Onboarding

Director of Digital Account Services://

1 Trick Pony LLC, Hammonton, NJ

May 2007 – February 2014

- Oversaw the direction of multiple accounts totaling over \$7MM annually
- Helped grow a small 10-person shop into an award-winning agency with 60 employees
- Managed approx. 35 designers, developers, copywriters, and account staff at any given time
- Simultaneously managed multiple projects under tight deadlines
- Assisted in the development and of agency processes, from Sales, HR to Client Onboarding