

# Hello, I'm Kristen Oom

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## Summary

A savvy, accomplished, Digital Project Manager recognized as the "go-to" person in managing accounts. Out-of-the-box thinker who champions technical solutions to address complex client needs and related business problems, ensuring positive outcomes. Sought for cross-functional expertise in SEO, Software-as-a-Service, project coordination across multiple platforms, and digital marketing solutions over 7 years of experience in related roles. Known as a quick learner, unafraid of handling new challenges who builds relationships while exceeding expectations.

## Skills

- HTML, CSS, JavaScript, Software-as-a-Service, Cloud Computing
- Remote, Brand Management, Digital Projects, Project Management, Technical Writing, Creative, Web/Print Design, Social Media Marketing, Search Engine Optimization, Digital Asset Management
- Adaptable, Thoroughness, Attention to Detail, Troubleshooting, Problem-Solving, Time Management, Documentation Skills
- Pageflex Studio, JIRA, Concur, Trello, Adobe Creative Suite, Google Suite, Microsoft Office, ProPresenter, VeraCore, Basecamp, Salesforce

## Experience

MARCH 2017 - JUNE 2020

### **RR Donnelley & Sons, Remote** - *E-Commerce Analyst, Digital Project Manager*

- Managed, led and coordinated teams of **up to 20 people** to develop, implement, and maintain Web2Print/eCommerce sites that adhere to brand standards and client strategies. This included collaboration both with internal and external teams.
- Assist the technical sales team with new technology opportunity demonstrations and develop custom client demo websites when needed.
- Project Manager for new solutions and existing clients with changing branding and/or requirements. Coordinate communications, gather requirements, maintain project schedule, develop and manage the project scope, timeline, and budget, and manage the UAT to meet the projected go-live for **over 50 client projects**.

OCTOBER 2012 - MARCH 2017

### **Carqueville Print, An RR Donnelley Company, Streamwood, IL** - *Customer Service Representative, Digital Project Manager*

- Project Manager for new solutions and existing clients with changing branding and/or requirements. Working with internal and external customers to coordinate communications, gather requirements, maintain project schedule, develop and manage the project scope, timeline, and budget, and manage the UAT to meet the projected go-live.

- Implement and manage social media while bringing the company website up-to-date with technological changes.
- Assist prepress operator and provide back-up support running Kodak Nexpress digital press.

JANUARY 2012 - OCTOBER 2012

**Sloan Valve Company, Franklin Park, IL** - *Technical Illustrator*

- Responsible for creating technical illustrations to be used for specification sheets, installation sheets, and maintenance guides of commercial plumbing products, using a variety of Adobe software programs. Formatting textual instructions with the illustrations for the complete publications of installation sheets and maintenance guides.
- **Increasing social media followers over 80%**, while monitoring and updating social media platforms and corporate website.
- **Reduced external vendor costs by 95%**, by implementing and continuous management of all photography and design file storage on digital asset management system.
- Participate in collaborative review meetings with design engineers, product managers, and marketing to ensure accuracy of content.

JULY 2009 - OCTOBER 2012

**Sloan Valve Company, Franklin Park, IL** - *Media Services Coordinator*

- **Saved over \$500k in print** by turning maintenance binder into a perfect-bound booklet.
- Responsible for creating technical illustrations to be used for specification sheets, installation sheets, and maintenance guides of commercial plumbing products, using a variety of Adobe software programs. Formatting textual instructions with the illustrations for the complete publications of installation sheets and maintenance guides.
- Design and manage clamshell packaging, repair parts packaging, and labels.
- Participate in collaborative review meetings with design engineers, product managers, and marketing to ensure accuracy of content.

## Education

MAY 2021 - PRESENT

**Eleven Fifty Academy** - *Certificate, Web Development*

PRESENT

**LinkedIn Learning** - *Certificates, Various*

JULY 2012

**SkillPath Seminars** - *Certificate, Social Media Marketing*

JANUARY 2007 - MAY 2010

**Elgin Community College, Elgin, IL** - *Associates of Applied Science, Computerized Graphic Design*