Portland, OR 97219
(971) 340-5793
m.martin@rosecity.digital
https://www.linkedin.com/in/mmartininfo/

M. MARTIN

DIGITAL STRATEGIST & PROJECT MANAGER

SUMMARY

Digital professional with extensive experience in enterprise-level project management and SaaS implementations. Demonstrated expertise in coordinating cross-functional teams, managing budgets, and ensuring on-time project delivery for large-scale applications. Proven ability to blend technical and engagement skills to drive successful outcomes in fast-paced, high-stakes environments.

SKILLS

- **Project & Team Leadership**: Project Management, Team Management, Strategic Planning, Business Analysis
- **Client & Communications**: Client & Account Relations, Strategic Communications, Software Vendor Coordination
- **Digital & Technical Expertise**: Digital Asset Management, Technology Platform Integration, Database Management IT Compliance Assurance, System Administration, Network/Web Hosting, AI Training/Supervision/Management

EXPERIENCE

Testset Media *03/2026 - 06/2026*

Platform Migration Manager

- Completed migration of a legacy WordPress-based website to SPA / React frontend, headless WordPress backend. This work included:
  - validating and documenting web technology stack across multiple cloud platforms (Google, AWS)
  - working with Builder.io agentic coding platform to complete/refactor SPA front-end
  - audit/clean-up of 700+ legacy articles and related digital assets

UW Medicine– Remote *(via IG Health)* *08/2024 - 06/2025*

Digital Implementation Manager

- Lead role coordinating work between Internal Communications, IT Services, HR, Corporate Branding/Creative, and Software Vendor (Simpplr) resources on the successful implementation of a top-level employee intranet experience integrating existing digital assets to a 30K audience across multiple hospitals and universities.

Intel– Portland, OR *(via Liquid Agency)* *11/2023 - 04/2024*

Digital Asset Manager

- Provided User Experience (UX) direction, Information Architecture (IA) strategic recommendations, and SharePoint best practice recommendations for a proposed redesign of a SharePoint-based intranet site for a principal Liquid client (Intel).

Procter & Gamble– Houston, TX / Remote *(via MMI Agency)* *12/2021 - 08/2023*

Senior Technical Producer

- Coordinated work across multiple agencies and cross functional teams (content management/design/DevOps) in support of a portfolio of 12 BTC websites for Procter & Gamble brand clients (primarily skin care and hair care).
- Ensured compliance with P&G IT standards, digital delivery processes, and enterprise brand standards.
- Refined project management processes to ensure scheduling/scope for multiple website redeployments (6 sites in 3 months).

Chevron– Houston, TX / Remote

Over a period of 14 years adopted various roles within a digital/creative services business services unit (CBRES/IDC) as it evolved into a dedicated in-house agency (PGPA/Bluehouse). Actual employment was through various staffing solutions, eventually winding up w/Cella Consulting.

Digital Producer / Project Manager– Bluehouse/Cella **06/2020 - 11/2021**

- Hybrid role involved parallel work as a producer in support of Chevron's Sitecore-based primary intranet, as well as managing digital asset migration projects (100+ legacy websites moved to Microsoft SharePoint).

Chevron– Houston, TX / Remote (continued)

Digital Producer– IDC/Cella 10/2018 - 06/2020

- Provided hands-on functional support of enterprise-wide Chevron communication assets hosted on Sitecore CMS.
- Led small development teams supporting a variety of legacy technology web assets (internal and external) as well as communications deliverables (email templating and distribution).

Project Manager – CBRES/IDC 04/2011-10/2018

- Managed both small and large-scale projects for deliverables across IDC's entire product line: web/digital, print, technical writing, SharePoint, graphic design, email campaigns, etc. (typically 10 to 30 projects a year).
- Managed developers supporting an internally developed SharePoint-based project/workflow management tool (PMIS).
- Lead PM role in selecting and subsequently migrating to an alternative project/workflow management tool (Adobe Workfront). Principal considerations for this project included correct migration of user permissions/roles from SharePoint, coordinating with stakeholders to ensure correct migration/archival retention/decommission of legacy system project data, and full compliance with relevant enterprise IT policies.
- Coordinated globally distributed clients and work teams (full remote after relocating in 2013).

Senior Web Developer – CBRES/IDC 04/2007 - 04/2011

- Facilitated front-end web delivery, including digital & creative services such as web design and development, web hosting & service coordination, instructional design, & print deliverables.
- Set coding & design standards for off-shore teams as part of an enterprise-wide rebranding project for a large-scale (50+ sites) web-based corporate intranet (served as project manager in a second such project in 2015).
- Supported a variety of legacy systems with back-end components and non-compliant customizations.
- Provided IT consulting for the enterprise in support of legacy/non-standard applications.

FREELANCE / CONSULTANCY

- **ROSE CITY DIGITAL**
  In addition to extensive years of senior level contract engagements in enterprise environments, complete resume includes significant freelance and consulting work for nonprofits and small businesses on a variety of open source digital platforms (WordPress, Drupal, Concrete CMS, among others).
- **TESTSET MEDIA**
  Established in 2020, Testset Media is an online publication and application design agency. Specific focuses include entertainment, media, and political /cultural commentary.

EDUCATION

Coursework (no degree)

- Houston Community College
- University of Houston

VOLUNTEERISM

Glennbrooke Ridge POA (Board Chair/CEO, 2016 - 2023)

- Led full lifecycle project management of a three year, $500K capital improvement initiative to execute end-to-end property renovations and restorations for homeowners.
- Managed all core functions including project planning, requirements analysis, budgeting, forecasting, vendor qualifications and selection, and construction team oversight to achieve final deliverable.
- Served as association's chief information officer, managing website and other digital assets as required by Oregon state retention requirements.

Southwest Trails PDX

- Trail maintenance volunteer