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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
- **Digital & Technical Expertise:** Web/Digital Content Management, Technology Platform Integration, Database Management, Web Analytic Support, System Administration, Network/Web Hosting

EXPERIENCE

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 (Simplr) 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).

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