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MARK MARTIN

DIGITAL PROJECT MANAGER / PRODUCER

SUMMARY

Creative, driven, digital professional with extensive enterprise-level experience, deep technical expertise, and superior communication and engagement skills. Analytic thinker adept at maintaining a dual focus on both detail-level tactical issues and larger strategic concerns. Determined and disciplined team leader with a demonstrated track record of successfully delivering impactful results. Open and collaborative partner who recognizes and encourages the value of teamwork.

SKILLS

- *Project Management*
- *Client & Account Relations*
- *Team Management*
- *Strategic Planning*
- *Web/Digital Content Management*
- *Strategic Communications*
- *Technology Platform Integration*
- *Database Management*
- *Web Analytic Support*
- *System Administration*
- *Network/Web Hosting*
- *Business Analysis*

EXPERIENCE

Rose City Digital– Portland, OR
Owner / Lead Consultant

05/2024 - Current

- Currently developing a neighborhood-based community portal, using Concrete CMS

Liquid Agency– Portland, OR
Digital Asset Manager

11/2023 - 04/2024

- 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).

MMI Agency– Houston, TX / Remote
Senior Technical Producer

12/2021 - 08/2023

- 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 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 the Sitecore CMS.
- Led small development teams supporting a variety of legacy technology web assets (internal and external) as well as communication deliverables (email templating & 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, graphic design, email campaigns, etc. (typically 10 to 30 projects a year).
- 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.

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