

JOHN T LYNCH

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Web Project and Production Manager

Project Management Design Code Strategy Art Direction

Over 20 years of website experience involving technical and creative work.

- Analyze work group processes, develop workflows in task management system.
- Investigate technical problems and issues, document research and present solutions to stakeholders and business leads in a logical, methodical, step-by-step process.
- Define work to be done in each sprint and ensure resources are available
- Ensure that tactical plans fit into the strategic long-term development roadmap
- Explore new technologies: e.g. chatbots, machine learning, and blockchain

EMPLOYMENT HISTORY

CIE Tours

Morristown, NJ 2/2020 - Present

Web Site Manager/Project Coordinator

- Troubleshoot website issues, apply website fixes/updates in Drupal; escalate issues when needed.
- Project coordination: manage backlog in Jira for outside developers, manage stakeholders
- Interface with Marketing, Sales, Editorial, and IT; trouble shoot their issues and/or escalate issues through Jira.
- Manage Google Analytics and Google Tag Manger.

Bed Bath & Beyond

New York, NY 10/2019 - 2/2020

CMS Production Coordinator/Web Content Manager

(2 month contract position-extended to February 2020)

- Manage a large content migration from WordPress blog to Drupal.
- Review articles for accuracy in copy and design.
- Check for bugs and report any problems with developers through.
- Manage bimonthly blog refreshes.

Victoria's Secret Pink

New York, NY 10/2018-12/2018

Digital Production Coordinator

(2 1/2 month contract position - ends 12/31/2018)

- Coordinate daily updates and launches on the VictoriasSecret.com/PINK website. Maintain update calendars in SharePoint. Build and maintain site update manifest in Confluence.
- Interface with copy, merchandising, marketing, design, and web operations.

Partnership for Drug-Free Kids

New York, NY 7/2013-2/2018

Web Project Manager

Manage projects: website redesigns, new initiatives, and adding functionality to existing sites.

- Manage multiple web projects of varying scope and complexity: web sites, online communities, online marketing campaigns, blogs, e-mail communications and social media.
- Lead web project implementation from inception to delivery: facilitate communication between digital staff, internal groups, and outside vendors; conduct daily scrums with internal and external teams.
- Manage projects and work requests using Basecamp and Zendesk.
- Translate user stories into functional specifications and actionable work plans.
- Conduct testing to ensure that all related projects are integrated, come together on time, and meet stakeholder expectations for content integrity and product quality.
- Create monthly traffic reports using Google Analytics, and create tracking tags using Google Tag Manager.

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Questex Media New York

New York, NY 12/2006-6/2013

Web Project/Production Manager

Perform a direct role in core digital media group team; support and advise business/marketing on key initiatives, develop project proposals, establish problem set, and define end state.

Manage Web Projects

- Meet with stakeholders to discuss and determine the scope of requests for new website functionality. Communicate with marketing and publishers objectives for developers.
- Learn and document proprietary CMS for developers to assist in the transition to Drupal.
- Work with marketing, business, and editorial to redesign the flagship site, *Travel Agent Central*.
- Create a Travel Agent social network using KickApps.
- Document project work on the in-house Wiki (Confluence) for use as organizational process assets.
- Train editorial staff in the use of the Drupal CMS.

Administrate issue tracking system (Jira)

- Provide issue tracking support for over 280 in-house and external users in support of 130 online projects, publications, and marketing initiatives spanning Questex's digital portfolio.
- Create new statuses, roles, filters, and projects.
- Develop custom workflows, train web producers in use of the system.

Web production

- Maintain and update websites for multiple revenue channels using a proprietary content management system as well as the Drupal content management system.
- Determine the scope of requests for new website functionality.
- Investigate and document any problems or anomalous behavior in sites, newsletters, ad delivery system.
- Manage web producers and interns.

Mediacenter Online Inc.

Weehawken, New Jersey 8/2005-12/2006

Web Producer

Saved time and money by proactively investigating underlying code running an undocumented website while at the same time teaching myself ASP.

- Investigate VisualBasic Script and stored procedures created by outside developers.
- Write documentation on site structure, ASP programming, VB Script, and SQL database structure for future in-house development and maintenance.
- Provide website art direction.
- Perform site updates and maintenance.
- Edit Active Server Pages, VB Script, and SQL programming using Microsoft SQL Manager and SQL Analyzer.
- Manage routine server backups and maintain website.

United Parcel Service

Mahwah, New Jersey 2/2003-8/2005

I.T. Associate

- Manage the redesign of the human resources department's website, provide direction on content and site structure, interview subject matter experts, use data gathered to create Human Resources Site Architecture.
- Provide technical instruction and assistance to designers and writers.
- Produce status reports on entire I.T. operation for upper management to use in their decision-making
- Web production: upload Quark newsletter content to website using Lotus Workplace Web Content Management System.

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Penton Media, Inc.

Hasbrouck Heights, New Jersey 11/1997-2/2002

Online Design Director

- Provide website art direction, documentation, and architecture development.
- Delegate assignments to production/design assistants.
- Write requirements for developers.
- Perform maintenance and updates of JSP/HTML pages.
- Create site traffic reports using WebTrends.
- Manage banner ad campaigns using Open AdStream as well as create banner ads.
- Design websites using BBEdit, Dreamweaver, Photoshop, ImageReady and Flash.
- Hand code HTML and JavaScript.
- Convert issue content created in Quark into HTML for online publishing.

TECHNICAL

Office/productivity

MS Word, Excel, SharePoint, PowerPoint, Pages, Key-note, Numbers, Google Docs, Google Sheets, Smartsheets

Web

HTML, CSS, JavaScript, Flash

Platform as a Service (Paas)

Heroku, Twilio, Wufoo, SurveyMonkey, Thinkific, Gumroad

Analytics

Googel Analytics, Google Tag Manager, Webtrends

Graphics

Photoshop, ImageReady, Illustrator, QuarkXPress, FrameMaker, InDesign, Strata Design

Platforms

PC, Mac, Unix

Content Management

WordPress, Drupal, Expression Engine, Lotus Workplace Web Content Management System, and JSP/ASP-based proprietary systems, KickApps DAMs (Digital Asset Management System)

Chat/AI

IBM Watson Conversation, AWS Lex, Dialog Flow

Code

ASP, JSP, JavaScript, PHP, Java, C, C++, LISP, MS SQL Server, Git, Node, Python, Visual Basic, Sublime Text

Email

MailChimp, Lyris List Manager, Hallmark, SilverPop, Constant Contact, Litmus, Blackbaud

Project Management/CRM/

Task Management

Basecamp, Jira, Confluence, Trello, Zendesk, Slack

Advertising

Atlas Ad Management System

EDUCATION & AFFILIATIONS

- William Paterson University – Wayne, NJ
 - Computer Science, B.S.
 - Art: Concentration – Design and Computer Graphics B.F.A.
- Toastmasters
- Online Courses
 - Agile Crash Course: Agile Project Management; Agile Development
 - Complete Git and GitHub Masterclass: Beginner to Git Expert
 - How to Build Chatbots: From Beginner to Intermediate
 - Project Management Professional: Prep for the PMP
 - Leading without Formal Authority
 - Become a Product Manager | Learn the Skills & Get the Job
 - Fundamentals of Business Analysis