



BRUCE HARTLEY

<http://brucehartley.me>

SUMMARY

Project Management leader with experience in change management, PMO operations, client relationships and running digital projects across industries including entertainment, publishing, finance and higher education.

OBJECTIVE

To find a full-time position developing and/or leading project management at a small or medium size company in the New York/New Jersey area.

SKILLS

project management, change management, system implementation & integration, client relations, operations, e-commerce, Adobe Experience Manager, Adobe Campaign, Wordpress, Jira, Confluence, Zoho Projects

EXPERIENCE

NOODLE PARTNERS / PROJECT MGMT CONSULTANT (2018–PRESENT) / NOODLE-PARTNERS.COM

EdTech company developing and managing online post-graduate degree programs

The goal of my engagement was to introduce project management and align the teams on a single platform for managing their work efforts. My responsibilities included the following:

- Create a new project management organization (PMO) for the company.
- Establish best practices for managing and executing projects.
- Define and develop a repeatable and scalable process for launching degree programs, from the first meeting to the first day of classes.
- Identifying operational tasks for managing on-going programs, and keeping them separate from program launch efforts.
- Research, select and implement a new company-wide project management platform.
- On-board and train more than 75 people.

WELMAN DIGITAL / PROJECT MGMT CONSULTANT (2016–2018) / WELMANDIGITAL.COM

F+W Media: a global content and e-commerce company

F+W Media is a content and e-commerce company connecting passionate, like-minded groups of people to share an ongoing exchange of information, ideas, and inspiration.

My role was to lead the initiative to move a highly fragmented company of multiple business units onto centralized platforms (Adobe Experience Manager and Adobe Campaign). I worked with executive leadership, business and technical owners and third party vendors to educate and get buy-in from teams, facilitate the implementation and ensure a seamless migration of assets and processes.

WIPRO DIGITAL / DIRECTOR, PMO NEW YORK (2015–2016) / WIPRODIGITAL.COM

Innovation-led digital transformation and strategic design agency.

Established and developed the project management organization for the new division of Wipro, a 180,000-person business consulting firm. Responsibilities included process management, software evaluation, hiring and managing project managers, and running large-scale digital projects and pitches for companies such as Monsanto, Corning and Bayer.

GENERATOR / SONY / EXECUTIVE PRODUCER (2010–2015) / RGENERATOR.COM

Global digital engagement agency. Formerly Sony Music Direct-to-Consumer.

Ownership of client relationships, strategy and agency revenue for clients including Garth Brooks, Kelly Clarkson, FIFA World Cup, beIN Sports, Foo Fighters, RCA Records, Legacy Recordings and Sony Music Latin America. Responsible for establishing and maintaining relationships and driving business with \$14 million in revenue in 2014. Key role in moving from in-house to stand-alone agency.

- **CLIO Award** in Music Digital/Social for ChristmasCats.tv
- Interactive Media Council winner in **Retail** and **Fashion/Style** for ASAPMobShop.com
- **Webby Award Honoree** for FooFighters.com
- **OMMA Award** for PitbullMusic.com, **OMMA Award** for PinksPage.com
- **HOW Interactive Design Award** for **FooFighters.com**

AVON / SOCIAL MEDIA BUSINESS CONSULTANT (2009-2010)

Global personal care products company with 5 million representatives.

Launched a global online community with a user base of over 5 million representatives. Completed vendor assessments and evaluations and created business requirements for audience segmentation, community and site functionality. Specialized focus on analytics and portable applications, including ownership of scope definition, vendor selection, documentation, and presentation of recommendations to business leads.

KAPLAN PMBR / ONLINE MARKETING CONSULTANT (2009)

Leading global education company owned by The Washington Post.

Created and implemented business specifications, information architecture, wireframes, and project plan for a complete website overhaul. Designed online marketing programs including Facebook page and application, Twitter campaign, internal social networking/community site.

THE PRINCETON REVIEW / AVP, ONLINE MARKETING & SALES (2002-2008)

Leading global provider of products and services to the high school and post-secondary markets.

Responsible for the user experience and online product sales which drove growth from \$36 million in revenue in 2005, to \$41 million in 2006, and \$44 million in 2007. Left due to re-location of marketing group to Framingham, MA.

- Increased revenue by \$8 million by overhauling, testing, and continually improving the course search and enrollment feature ("Course Finder") at PrincetonReview.com.
- Successfully bridged the test prep and lead generation sides of the business resulting in a 24% year-over-year increase in online enrollments, and a 27% increase in revenue.
- Reached and maintained a search engine marketing acquisition cost of less than \$75 per course enrollment (average course cost of \$1,100).
- Reached elusive (grad school candidates) and pitch-adverse (high school students) audiences by building brand loyalty, social community, and content partnerships through channels ranging from Facebook to SecondLife to Ning to MSN.

MBM PRODUCTIONS / FOUNDER (1997-2002)

Music Behind the Marketing was a lifestyle marketing company offering direct-to-consumer promotions, research, editorial support, CRM and web design and development to the entertainment industry.

MERCURY RECORDS / SR. DIRECTOR OF NEW MEDIA, MEDIA & ARTIST RELATIONS (1990-1997)

Created and ran Mercury/PolyGram's first New Media department. Responsible for all related areas including web site development, artist marketing and overall corporate strategy. Highlights included the music industry's first interactive press kit (for The Orb) as well as its first online chat (with the band "X" on CompuServe). Worked with artists including KISS, Bon Jovi, Joan Osborne, Herbie Hancock, Robert Cray and Allen Ginsberg.

EDUCATION & INTERESTS

- BS in Communication Ithaca College
- Technology and Volunteer Advisory Committees for Cerebral Palsy of North Jersey
- Communications Director (Elder) and Deacon at Wyoming Church, Millburn, New Jersey