

Sam Roth

DIGITAL PRODUCER / PROJECT MANAGER

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PROFESSIONAL PROFILE

Organized project leader with 10+ years of experience and expertise in managing cross-channel campaigns. Proven success in growing capabilities and brands, with a focus on building tight-knit teams and productive client relationships. I'm passionate and self-directed in my own work and committed to collaborating on strategic problem-solving. **Dedicated to rock-solid agency process, timely project delivery, and quality user experience.**

Highlights include:

- **Led website projects and campaigns with \$400,000+ budgets**
- **Managed interdisciplinary production teams of 15+ strategists, designers, and developers**
- **Grew project management capabilities by developing new processes, rolling out software, and training junior team members**

AREAS OF EXPERTISE

- Resource management
- Detailed scopes and timelines
- Vendor management and client relationships
- MS Project, Basecamp, Jira
- Process development
- Use cases and digital strategy
- Functional specifications and technical documentation
- MS Excel and Google Docs
- SEO/SEM
- Google Analytics
- Hubspot, Mailchimp, Campaign Monitor, etc.
- Drupal, Wordpress, SharePoint, Episerver, etc.

EXPERIENCE & ACCOMPLISHMENTS

EASTERN STANDARD, Philadelphia, PA
Producer

2018 – Present

Overview: Owned digital projects and client relationships in this hybrid project management-account role

- Combine end-to-end project management and day-to-day client services at a high-volume startup, with clients in higher education (Cornell Law School, U. of Pennsylvania), healthcare (Temple Health, CHOP), eCommerce (F.A. Davis, Follett), and more.
- Manage design and development teams for website builds and updates, especially Drupal and Wordpress.
- Work on frameworks for 10+ sites including component library design, technology consulting, implementation, and ADA accessibility remediation.
- Create and grew digital strategies by leading client workshops, developing brand messaging, and conducting UX audit/user acceptance testing.
- Develop new business scopes and proposals for new projects, growing client relationships, and managing ongoing support agreements.

THE FOOD GROUP, New York, NY

2014 – 2017

Senior Project Manager (2016 – 2017) | Digital Project Manager (2014-2015)

Overview: Managed digital projects and cross-channel campaigns at this foodservice division of WPP.

- Oversaw budgets and project plans for multi-million dollar brands (Kraft, Oreo, Perdue), small brands (Tabasco, Ventura), and government clients (Florida Department of Citrus, Norwegian Seafood)
- Planned, launched, and grew custom B2B brand sites with unique culinary content and ongoing updates

- Coordinated B2C promotions with website, print, media placements, and customer social media engagement
- Personally directed growth of digital marketing capabilities, leading agency-wide training on managing blogs, CRM, and tracking capabilities
- Developed new agency routing processes, established robust documentation, and supervised Project Coordinator development
- Contributed research and writing for quarterly culinary trends magazine

PUBLICIS LIFE BRANDS MEDICUS, New York, NY

2013 – 2014

Digital Producer

Overview: Lead PM on digital account for a global launch brand with promotional and intranet deliverables.

- End-to-end project planning, financial tracking, and ongoing launch management
- Managed digital strategy and persona research, then ensured insights pulled-through to tactics
- Coordinated UX, creative, and technical development of a global launch CMS platform
- Integrated with rapid iterative prototype development and global usability testing
- Facilitated development of a global collaboration platform, in partnership with systems architects, knowledge management, client IT stakeholders, and medical/legal governance oversight
- Developed briefs and owned project, account, and strategic planning SOW documents

HAVAS LIFE NEW YORK, New York, NY

2011 – 2013

Project Manager (2011 – 2012) | Digital Producer (2012-2013)

Overview: Managed several Walgreens brands, as well as diabetes, MS, and pediatric nutrition, all within a strict medical regulatory framework.

- Created holistic iPad CRM and sales platform and launched it for two Walgreens brands
- Developed global mobile platforms and standards for an MS launch brand
- Managed SOWs at a franchise level for professional, global, patient, and unbranded projects
- Participation in mentorship program with management classes, presentation workshops, and non-profit strategic development opportunity
- Technical and creative QA/QC, UX development, new business management, and PMO process and documentation

LORÉL MARKETING GROUP, King of Prussia, PA

2010

Interactive Project Manager

Overview: Managed strategic, creative, and technical processes for regional and national brands in healthcare and retail.

- Designed and developed mobile messaging campaigns, sites, and a cross-platform retail platform
- Executed social media applications and brand messaging
- Supported online campaigns with print, radio, point-of-purchase, and convention materials
- Coordinated and audited website development, eCommerce implementation, email marketing, web analytics, Facebook applications, and search advertising campaigns

SAATCHI & SAATCHI HEALTHCARE INNOVATIONS, Newtown, PA

2009

Project Coordinator

Overview: Worked in a hybrid project/account coordinator role to develop high-level digital strategy and guided creative processes for new and existing clients.

- Performed in-depth research with HCPs, patients, and industry leaders
- Coordinated the efforts of clients, peers, vendors, and partner agencies
- Shaped pitch strategy to fit niche audiences and a dynamic marketplace
- Worked primarily in oncology, medical devices, clinical trials, pediatric nutrition, and vaccines

GSW WORLDWIDE, Newtown, PA

2008

Emerging Technology Intern

CENTOCOR, INC., Horsham, PA

2007

Internal Communications Intern

EDUCATION

BELOIT COLLEGE, Beloit, WI

2009

BA in Literary Studies