

# Carissa Shillingford

## Digital Project Manager

**P:** 210 910 9558

**E:** c.rosalie.shillingford@gmail.com

**S:** <https://linkedin.com/in/carissa-shillingford>

An agile and adaptable team leader, skilled at traversing cross-functional silos to build team alignment and to develop detailed project plans that consistently achieve business and customer goals.

## SKILLS

- Project planning
- Risk management
- Prioritization
- Complex scheduling
- Presentation skills
- Cross-functional collaboration
- Resource management
- Estimates, scopes, and budgets
- Agile methodologies
- Scrum
- User research
- A/B testing
- Accessibility testing
- Prototyping
- Wireframing
- Data analysis
- Email marketing
- Website optimization
- HTML & CSS
- Design management
- SEO
- Content management
- Quality assurance
- Copywriting and proofreading

## EDUCATION

### University of Waterloo

Bachelor of Arts (2025)

Social Development Studies

## EXPERIENCES

### GOOGLE | DIGITAL MARKETING

DIGITAL PROJECT MANAGER, 03/2023 - CURRENT, PHILADELPHIA, PA

- Led the revitalisation effort of upper-funnel email communications and increased the reach of all cross-functional product launches.
- Spearheaded the growth of new email audiences and renewed communications with existing audiences.
- Led a landing page design refresh for direct response audiences that improved conversion rate (CVR) by 28% vs. the control.
- Managed vendor and team briefing for product launches for successful campaign design strategy.
- Reported on campaign and page performance metrics and advised on best practices to improve email engagement and conversion.
- Developed detailed and flexible project plans that identified risks and dependencies.

### LEVLANE | DIGITAL MARKETING

SENIOR DIGITAL PRODUCER, 03/2022 - 03/2023, PHILADELPHIA, PA

- Managed the web development team on over 10 client accounts spanning variable industries.
- Expanded the web team by 3x, driving greater productivity, increased scope, and higher quality deliverables.
- Grew the web team's project portfolio from low-volume, weekly requests (2k - 10k) to full-scale, web development initiatives (200k to 500k).
- Supervised the day-to-day work of both internal and external developers for all maintenance and net-new web requests.
- Led the UX strategy and project planning for all new website builds
- Managed client relationships with the developers.
- Created an enhanced system of quality control that improved client satisfaction.

### NUTRISYSTEM | DIGITAL PROJECT MANAGEMENT

PROJECT MANAGER, 11/2021 – 03/2022, PHILADELPHIA, PA

- Developed complex project timelines for all digital and e-commerce design requests.
- Implemented daily briefings and resource allocation strategies to improve alignment across hundreds of design requests.
- Managed all project change requests and negotiated with business owners to reduce risk and resource overuse.
- Supervised and brief all vendors for large-scale design production.
- Secured approvals from executive, legal, creative, and development teams.

### NUTRISYSTEM | WEB PRODUCTION & UX RESEARCH

SENIOR WEB PRODUCER, 10/2017 – 11/2021, PHILADELPHIA, PA

- Supervised the operation of the CMS and e-commerce catalogue
- Improved the user journey across the sales funnel with behaviour analysis and prototype testing.
- Compiled and presented detailed user learnings via user interviews, heatmap analysis, and surveys.
- Managed the development of live A/B tests and optimization efforts.
- Increased website performance with thorough, daily QA and troubleshooting.

