

VICTORIA LAND

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Creative professional with extensive design, project management and content management experience. With a proven track record of building and maintaining successful client and vendor relationships. Excels at coordinating efforts between management, creative and technical team members in order to deliver quality products and provide the best user experience possible.

SOFTWARE EXPERIENCE

WordPress, SAP, PCM (Hershey Co.), SharePoint, Slack, Base Camp, Harvest, Zoom, InVision, ZOHO, Photoshop, PowerPoint, MS Office, Microsoft Project Online, Trello, Miva Merchant, Visio, Liquid-Planner, JIRA, Confluence, Google Docs, Google Chat, Joomla. Acrobat, Gather Content.

CERTIFICATIONS

ITIL, Scrum Master Training

EDUCATION

Marlboro College Graduate Center
Brattleboro, VT
MSM, Managing Technology

The Maryland Institute College of Art
Baltimore, MD
BFA, Illustration - Graphic Design

CAREER EXPERIENCE

May 2019 – Present

IT Project Manager, at Hershey Entertainment & Resort
Hershey, PA

Responsibilities/Projects:

- Project manage the implementation of operational software which allowed Hershey Laundry to move from a paper to a digital process.
- Worked with vendors and internal stakeholders to gather requirements, vet software, oversee contract approval process and kick off projects once approved.
- Organized efforts with Four Winds Interactive and Hershey Lodge to begin digital signage project.
- Coordinated efforts to choose, approve and initiate the Service Optimization Software from Amadeus for The Hotel Hershey and the Lodge.
- Other projects:
 - Hershey Spa - membership online renewals
 - Resort Suite/Infogain - coordinate ongoing development & maintenance with off shore team and internal departments.
 - Provide content management support for reservation websites
 - Champion efforts to add accessibility improvements to reservation websites.

February 2018 – May 2019

Associate Product Lifecycle Manager, at
The Hershey Company
Hershey, PA (Contractor)

Responsibilities:

- Provide direction and project management expertise to project champions in order to implement objectives of product change management projects.
- Serve as a consultant to resolve issues related to PCM (Hershey's proprietary product change management system) process and system.
- Proactively review projects submitted for discussion at gate keeping meetings. Follow up with task owners if any information/approvals are missing from the project.
- Act as a liaison to all functional areas (Packaging, Manufacturing, Research and Development, Quality Assurance, etc.) as it relates to PCM projects.

July 2017 – February 2018

Project Manager, at AndCulture
Harrisburg, PA

Responsibilities:

- Lead project teams of technical and non-technical team members.
- Coordinate on going client requests with internal production team.
- Lead client meetings and provide status and timeline reports for UGI.com website redesign project

December 2016 – March 2017

Project Manager, at WebDev Studios Remote position located in Harrisburg, PA

Remote Project Manager Responsibilities:

- Client facing project manager acting as a liaison between customer and internal development teams.
- Conduct meetings and manage project schedule and tasks.
- Manage expectations across all stakeholders by providing time and budget reports and frequent team meetings.

Work to deliver website projects, such as the SportsGeek.com, Fordham University Maloney Law Library, and Microsoft Office blog retainer projects.

March 2013 – December 2016

Project Manager, Content Manager and Trainer at NIC, Inc. — Pennsylvania Interactive in Harrisburg, PA

Project Manager Responsibilities:

- Lead and participate in project teams of technical and non-technical team members.
- Consult with government agencies on best practices for web content strategy, accessibility and usability.
- Manage high-profile website projects, such as Pennsylvania's Official Website (PA.gov), PA Dept. of Labor and Industry, PA Dept. of Aging, PA Dept. of Banking and Securities, VotesPA.com and the State Civil Service Commission.

As a Content Manager and Trainer:

- Developed the training website, curriculum and print materials used to train more than 500 government employees.
- Conduct training sessions.

2011 – 2013

Project Manager at NIC, Inc. — Maine Information Network in Augusta, ME

- Managed website design and web application development projects, and marketing of Maine.gov services.
- Worked with state and municipal agency staff to determine and document requirements, project time lines, test services and serve as ongoing point of contact.

2009 – 2011

Web Marketing Project Manager at Verilux, Inc. in Waitsfield, VT

- Oversaw redesign of Verilux e-commerce website.
- Improve usability and conversion rates by integrating Power Reviews, Customer Stories, Search and Social Media campaigns.
- Produce and release weekly email campaigns.
- Conduct competitive and market research.
- Set-up and manage social media presence.

2001 – 2008

Sales Representative at Merck, Inc. in Rutland, VT

- Promoted Merck products utilizing a consultative-based selling approach.
- Managed territory business for assigned products in coordination with other territory team members utilizing good communication, market analysis and strategic problem solving skills.

1997 – 2001

Web-Design Lead, Project Manager for Merck, Inc. In West Point, PA

- Graphic coordinator and liaison between management, IS department and outside agencies.
- Determined work flow, production schedules and project parameters for both internal and external developers.
- Responsible for developing the first style guides and brand manuals used by the department.
- Produce product websites and CD-ROM development.