

# Karm Parker

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## Objective

Web developer turned Digital Project Manager with over 20 years' experience seeks a position utilizing my understanding of the Internet, upcoming technologies, strong interpersonal skills, and my knowledge of website production procedures from both the development and management sides.

## Career Profile

Over the past 20 years I have been fortunate to work with several large and small companies. These collective experiences have offered me opportunities of leading and managing various sizes of development teams and working with a wide array of internal and external clients and stakeholders. I have worked with television stations and advertising agencies where I oversaw the in-house and outsourced development teams and lead teams to completing tasks and projects on time and within scope.

With my web developer background and years of experience as a manager I can convey the client's needs to the technical team in an effective manner, as well as outline technical limitations or concerns to the client during initial meetings. The ability to be timely and effective in relaying information between all the parties concerned is what I believe to be the cornerstone to running an efficient project.

- Project managed online sales projects and web sites
- Managed in-house and overseas development teams
- Communicated with stakeholders at all levels to provide information regarding the ongoing projects and initiatives
- Managed development teams responsible for multiple traditional and digital specialty channel's websites as well as the online video player and content delivery systems
- Conducted annual performance reviews of development team staff
- Worked closely with designers, business strategy, information architects and account teams to ensure the client is getting the most bang for their dollar
- Interviewed, skill level tested and hired developers, quality assurance staff, and designers
- Led development teams through the full cycle of coding websites and sales projects from concept to launch
- Worked with Financial institutions, online and retail sales companies, government, advertising agencies, public and private television, and the automotive sector

## Work Experience

### ICC

#### **Senior Project Manager April 2014 – Present**

*ICC is an award winning (BPTW 2016) full service IT Solutions business that works with Finance, Healthcare, Insurance and Government agencies*

While at ICC I have worked with the following companies in the following capacities;

- M&T Bank – Sr. Business Analyst for a SharePoint Dashboard project
- AEP Energy – Sr. Project Manager/BA within the Ecommerce division for all ongoing projects. Also, I was a leader in the transition from Waterfall to Scrum
- Resource Interactive – Sr Project manager; responsible for multiple clients including HP, Owens Corning and Limited Brands

### Rypl.com Inc.,

#### **Senior Project Manager Dec 2012 – Mar 2014**

*Rypl.com Inc. (Rypl) is a full service global agency that specializes in marketing and maintaining one to one and one to many video streaming frameworks. Rypl also manages and maintains websites ranked in the Alexa 'top 500'.*

As the Sr Project Management at Rypl I worked closely with the remote developers (Europe) and the local design and marketing teams to maintain, update and grow the existing brands, websites and frameworks.

- Creating and maintaining documentation to ensure all features and requests have been captured
- Working with product owners to establish timelines and schedules
- Maintained Kanban boards (digital and analogue) to track progress of overall product progress
- Developed quarterly product development and deployment roadmaps
- Assisted in company transition from Waterfall methodology to Agile/Scrum
- Tracked and reported on employee utilization and efficiency

### Momentum Advanced Solutions,

#### **Senior Project Manager July 2012 – Nov 2012 (Contract Position)**

*Momentum Advanced Solutions is a division of OnX Enterprise Solutions Ltd and specializes in working with large enterprises to use their existing digital framework and thoroughly understand the technology and security for every project*

As part of the Project Management team at Momentum I worked with Insurance and credit card companies managing web based projects.

- Tracking timelines and milestones between internal department
- Creating and managing task lists and Gantt charts to ensure tasks are on time
- Conducting daily and weekly status updates with internal and external stakeholders
- Tracking budgets and resource allocations
- Managing scope creep of each aspect of the project

### CGI Canada,

#### **Senior Consultant/Project Manager August 2011 – August 2012**

*CGI Interactive is a consulting company that works with financial institutions, government and industry to assist with every aspect of their business from websites production to touch screen kiosk applications to future business strategy alignment.*

At CGI, I worked mainly with the banking sector managing website creation, modification and maintenance. I was responsible for;

- Liaise between client and internal teams
- Creating and managing project budgets
- Updating senior staff (internal and client side) during weekly status meetings
- Working with business strategy units to ensure the future vision was aligned with the clients needs
- Conducting workshops with the client and information architect teams to layout the best user experience
- Working with development team via daily scrums to ensure work is done on time and in scope

### **B-Street Communications, Project Manager Nov 2010 – June 2011**

*BSTREET is a marketing communications agency with 20 year experience working with companies such as Coca-Cola, Weston Bakeries, Ferrero, and Corbys.*

At B-Street I was responsible for managing all digital projects from cradle to grave. I was also tasked with implementing a new work flow/process for the digital department. I also managed the development team and mentored a Jr. Project Manager.

- Create and manage the schedules for design and development resources
- Creating and maintaining all Work Back Schedules, Statements of Work, Internal budgets
- Run weekly meetings with the account, development and design teams to ensure all projects are on track
- Conduct daily scrums with development team to ensure tasks are being completed as required
- Hiring employees for digital development roles (local and overseas)

### **TVO Interactive and Digital Media Department, Project Manager Jan 2010 – Nov 2010 (Contract Position)**

*TVO is Ontario's public educational media organization as well as a traditional over the air broadcast television station whose vision is to empower people to be engaged citizens of Ontario through educational media.*

As Project Manager, I was tasked with overseeing the re-vamp/design/development/launch of the 3 main websites for TVO, (TVO.org, TVO Parents and P2C (Parents to Children)), as well as the creation and launch of a new digital asset repository. Each of the 3 websites has the requirement to be a stand-alone unit, but also needs to tie in with the new digital asset repository in order to share data openly across all the sites.

- Managing scope creep of each project
- Working with upper management to define, create, and track budgets
- Managing task lists and Gantt charts to ensure tasks are on track
- Liaising between the 4 departments which are all dependant on these websites
- Produce technical documents for other support staff to use as guidelines
- Conducting interviews with potential hires
- Managing relations between 3<sup>rd</sup> party development companies and our internal developers

### **CTV Digital Media Department, Development Manager Oct 2008 - Sept 2009**

*CTV is Canada's largest private broadcaster and offers a wide range of news, sports, information, and entertainment programming via traditional television broadcasting as well as multiple platforms on the internet.*

My position at CTV was to manage the development team, in-house as well as our overseas contractors, for the CTV Digital Media Department. Responsibilities included organizing the day to day tasks of the development team as well as working closely with the neighbouring departments whom we rely on to provide us assets while they rely on us to produce their end product.

- Running weekly production meeting with all developers, project managers, IA, QA and IT teams
- Working with sales team and content producers to organize time lines for projects and development
- Managing the developer's day to day tasks
- Conducting interviews with potential hires
- Working with the design managers to ensure time lines are on track

- Conducting annual and probation performance reviews
- Working with the human resource department and the union in regards to issues within and surrounding the development team

## **Insight Sports,** **Project Lead** *Apr 2006 - Oct 2008*

*Insight Sports Inc. owns and operates numerous digital specialty television stations which include The World Fishing Network GameTV and GoTV.*

At Insight Sports I was hired to oversee all the websites, sales projects, micro sites and online presence for the television stations. The role quickly grew into an opportunity for me to hire a team of developers and leading the technical direction of the web sites.

- Collaborated with department managers to outline technical requirements for sales projects and websites
- Oversaw day to day tasks of the developers
- Worked with the sales team and promotion coordinators to schedule development for upcoming projects
- Managed post project reports
- Interviewed and hired developers
- Created technical documentation for web projects
- Developed websites and online projects using PHP, Flash, JavaScript, and HTML

## **Shift Reload Inc.,** **Sole Proprietor** *Oct 2000 - Apr 2006*

Shift Reload Inc was my own company that I opened in Ottawa during the 'Com Boom days' of the early 2000s. When the bubble burst, I moved to Toronto with continued success. I worked with clients ranging from Health Canada to Oracle to Price Waterhouse Coopers to Fjord, from large international companies to local tattoo parlors. I produced web based applications, websites, banner ads, online quizzes, company intranets and online presentations.

- Managed online projects from concept to launch
- Worked with clients to determine online needs
- Developed websites using PHP, Flash, Javascript and HTML
- Worked with clients to determine scope, budget and time-lines for web based projects
- Hired off site developers and designers on an 'as needed basis'
- Hosted monthly meetings with clients on retainer to ensure work flow was efficient
- Created wire-frames and technical documentation for our clients and freelance designers
- Managed monthly billing and accounts receivable

## **Education**

**Toronto Agile Training Solutions:** Product Owner Workshop  
**Project World:** Agile Bootcamp  
**Ryerson University:** CKPM990 PMP Exam Prep  
**Ryerson University:** CKPM202 – Project Management path to the PMP  
**GenXus Management Consulting:** Agile Bootcamp - Agile I & II  
**GenXus Management Consulting:** Advanced Agile Management Methods  
**Lemmex Group:** Project Management Training  
**Ellen Silverstein & Associates:** Management & Conflict Resolution Training  
**Algonquin College:** Radio Broadcasting