

Joshua D. Zapin, PMP

(303) 506-8262
mail@jzapin.com
http://www.jzapin.com

PMP-Certified Director of Digital Production

PMP-certified (Project Management Professional) Director of Digital Production with over 15 years of experience leading complex Internet initiatives. A passionate problem solver who has authored many project methodologies, established dozens of cost-saving procedures, while leading dozens of teams to make the impossible into reality.

Achievements

- Guided many projects for Volkswagen of America's flagship website, vw.com, including TDI's Truth or Dare an interactive blog that featured Tank Wars where passionate diesel owners competed to squeeze the most mileage out of a gallon of gas.
- Managed American Express' OPEN Forum, a 1.5 million visitor small-business focused social networking website that combined best-in-class content with invaluable business networking tools.
- Built several early, pre-standard, e-commerce sites including Awards.com, a 1-million SKU, user customizable platform as well as the original store fronts for The Athlete's Foot and Dunham Sports
- Implemented many cost savings measures for texturemedia including an agency management system that eliminated several business processes
- Implemented several resource management systems including the Federal Reserve Bank's \$250M information technology project that reduced management time by over 50% (40 hours/week to 15 hours/week).
- Redefined project methodology for Organic, Inc. that sped deliverable production by 50% (3 weeks to vs. 8 weeks to production) and reduced risk by 20% (3 weeks vs. 4 weeks to mitigate risk issues).

Skills

Requisite

- **Establishes Processes and Procedures** – Institutes numerous developmental methodologies and project procedures that produce better deliverables in less time for less money.
- **Achieves High Customer Satisfaction** – Through frequent communication and clearly defined project scope, enables clients to stay informed of project status
- **Distills Complex Technical Visions** – Produces accurate scoping and scheduling of projects leveraging extensive technical aptitude in conjunction with accurate modeling and precise work breakdown structures.
- **Facilitates Collaboration** – Enables team cohesion through establishment of distinct roles and responsibilities, minimization of spontaneous meetings, and assurance that only critical team members are included in discussions. "Hands-on" style enables creative solutions.
- **Produces Timely and Cost-Effective Solutions** – Uses project management software to manage projects to a schedule and budget enabling precise tracking. When possible, will use historical data to establish estimates

Technical

- **Platforms** - Windows 7, Mac OSX, Unix/Linux
- **Systems** – Vignette Content Management System, Vignette Application Portal, Joomla/Mambo. WordPress
- **Applications** - Adobe CS3, Microsoft Office, Microsoft Project Server
- **Languages** - C++, Flash, Java, PHP, SQL, Ruby
- **Methodologies** – PMI's PMBOK, Agile, XP

Education/Accreditations/Affiliations

- **Cornell University** B.S: Business Management and Marketing; Dean's List
- Project Management Institute (PMI) 2001; **PMP Certified**
- Rocky Mountain Internet Users Group (RMIUG); Committee Member

Experience

- Integrated Digital Producer** **Crispin Porter + Bogusky** [Boulder (CO)] **2008-present**
 Led bleeding-edge digital projects for Volkswagen of America's flagship website including Nav Companion, a Google Maps, city guide mash-up that integrated with VW's navigation system and TDI Truth or Dare, a customized WordPress blog that featured a Tank Wars competition for diesel enthusiasts to compete for the most mileage achieved from a gallon of gas. Managed American Express's OPEN Forum small business social networking website that has thousands of registered subscribers and 1.5 Million visitors a month. Spearheaded several project management systems including a 15 x 15 foot project status ticker
- Director of Project Management** **texturemedia** [Boulder (CO)] **2006-2008**
 Expanded the discipline of project management within this \$7+ million digital marketing agency. Successfully spearheaded an agency management system consolidating several business processes. Managed several direct reports. Managed many client relationships including Steamboat Ski Resort, Thule and Intrawest
- Web Producer/PMO Task Force Leader** **Maxtor, Inc.** [Longmont (CO)] **2004-2006**
 Managed all aspects of the public facing website (Maxtor.com) for this \$2 Billion dollar global hard-drive manufacturer. Lead task force to instill a Project Management Organization (PMO) to improve project management methods and processes. Implemented Microsoft Office Project Server 2003.
- Director of Project Management** **Creation Chamber** [Denver (CO)] **2003-2004**
 Simultaneously managing over 25 projects for an award winning web development firm including the Denver Broncos, Einstein Brothers Bagels, MapQuest, and the Denver Public School System. Implemented trafficking and time management system to enable expense tracking and predictable results.
- Project Management Consultant** **Federal Reserve Bank** [Denver (CO)] **2002-2003**
 Consulted on a \$250+ million Information Technology (IT) initiative to improve the project management practices of a 90-person team that supported branches through a massive technology conversion.
- Digital Marketing Consultant** **Self-Employed** [Boulder (CO)] **2001-2002**
 Responsible for project management, quality control and team leadership for several websites including a Web search engine start-up. Within 6 weeks, established the site's vision and managed its development.
- Senior Project Manager** **Agency.com** [Avon (CO)] **2000-2001**
 Managed projects for a global developer of interactive businesses. Provided strategy, branding, and technology services to corporate clients including Incyte Genomics.
- Project Manager** **Organic, Inc.** [New York (NY)] **1999-2000**
 Managed groundbreaking projects during the hyper growth phase for this global web developer. Managed the \$2 million Awards.com project: one of the first e-commerce sites featuring customizable products. Project was delivered in under 7-months through well-established roles between my client and my development team. Simultaneously managed the construction of e-commerce sporting goods sites for two nationally recognized brands, The Athlete's Foot and Dunham's Sports. Managed this 6-month project with two 10-person teams.
- Digital Project Manager** **Bowne, Inc.** [New York (NY)] **1998-1999**
 Convinced this Executive Team of this billion dollar financial services to spend a \$1 million+ technology investment for the re-launch of Bowne.com. Translated the site into 6 languages (including Japanese). Bowne.com used one of the first web-based translation content management systems.
- Producer** **Micro Interactive (now SBI)** [New York (NY)] **1995-1998**
 As Micro's first producer, demonstrated the role's value to this multimedia pioneer by delivering projects faster, with less effort, and greater quality. Responsible for over \$3 million in project revenues. Delivered, in 4 months, the first-ever DVD-quality video based sales system for CBS Sports.