

SARA ISENBERG ~~~ Web Consultant & Project Manager

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OBJECTIVE: I provide web consulting & project management services to businesses, web designers & developers, and individuals who need help with web, social media, email marketing, software development, and other projects.

SUMMARY:

- Strong project/production management, technical account management, and organizational qualifications.
 - 15+ years of professional experience managing client-focused technical relationships and services for strategic partners and clients.
 - Extensive understanding of the web production process and software development cycle.
 - Extensive experience evaluating websites, scoping and defining updates, with a detailed eye for fine-tuning.
 - Proven ability to find resources for web design and production, information architecture, search engine optimization (SEO), social media, marketing, and QA.
 - Experienced facilitator of results-oriented team meetings.
 - Excellent written and verbal communication skills, including the ability to promote the message of the organization through liaison activities, email marketing, newsletters, webinars, and presentations.
 - Extensive experience interviewing, hiring, training, mentoring, and advising.
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PROFESSIONAL EXPERIENCE:

Sara Isenberg Web Consulting & Project Management, <http://saraisenberg.com>, Santa Cruz, CA Principal Consultant, 2005 -- current

- As a **web consultant**, I work with businesses on strategy, planning, and best practices for web updates, social media, email marketing, and blogging.
- As a **project manager**, I work with web and other software developers, defining projects, keeping projects on track, and maintaining effective communication with clients.
- **For lists of clients**, see: <http://saraisenberg.com/client-list/>
- **Small Business Development Center (SBDC) Technology Advisory Program** (<http://sbdctap.com/>) Technology Advisor, delivering web audits, social media strategy reviews, and advising small business owners on finding solutions to their technology challenges.
- **City of Santa Cruz Parks & Recreation** (<http://cityofsantacruz.com/>) teaching classes on social media, blogging, web development process, and search engine optimization (SEO).
- **Baskin School of Engineering, VC1to1 Program** (<http://vc1to1.soe.ucsc.edu/>) Program Manager, facilitating the connection between faculty and Venture Capitalists, to *foster the culture of entrepreneurship at BSOE*.
- **Baskin School of Engineering, Brown Bag Speaker Series** (<http://bbs.soe.ucsc.edu/>) Volunteer Organizer, facilitating a guest speaker series on entrepreneurial topics for Faculty, Graduate Students, Researchers.

UCSC, Information Technology Services (ITS), Santa Cruz, CA Project/Service Manager, 2004 – 2005 (limited term appointment)

- Managed migration and new feature rollouts for new campus-wide email system.
- Extensive collaboration with software engineers, support, management, steering committee, and training.
- Facilitated and documented weekly project team meetings.
- Managed relationships with outside vendors, including providers of webmail and testing resources.
- Communicated regular project status to campus technical community.
- Recruited and supervised engineering students on software test project.
- Worked with trainers on classes for staff and faculty.

UCSC, School of Engineering, Information Systems and Technology Management, Santa Cruz, CA Administrative Manager /Program Representative, 2003 – 2004 (limited term appointment)

- Utilized analytical, administrative, and management skills to establish the new Information Systems and Technology Management (ISTM) Department in the Baskin School of Engineering (BSOE). Name changed to Technology & Information Management (TIM).
- Liaison to a variety of SOE and UCSC organizations, including Business Office, Development Office, Advising, Alumni Association, Office of Sponsored Projects, UC Extension, and UC MBEST.
- Outreach to industry partners, students, and faculty. Created brochures and other promotional material.
- Outreach to industry for collaboration, research, and internship opportunities. Organized industry visits to BSOE.
- Implemented department's initial web presence.

SCO (Santa Cruz Operation), Santa Cruz, CA
Engineering Services Senior Technical Account Manager, 1989 – 2002

Account Management and Service Delivery

- In-depth experience as a senior technical account manager and partner advocate providing management of client-focused technical services between company and strategic partners including Compaq, HP, IBM, Unisys, Lucent, Avaya, and Oracle.
- Instrumental in working with Sales and Support management to define service lifecycles, deployment and delivery of services, and increase revenue for annual service contracts by evaluating and recommending service pricing, and bringing new business to the department.
- Comprehensive experience with product life cycles, including evaluating and tracking schedules, status, dependencies, deliverables, open actions, and risks.

Communication and Outreach

- Prepared and delivered presentations communicating department's services and status to external strategic partners, and to other departments within the company.
- Actively participated in meetings with strategic and prospective partner managers and executives about how department services could be of business and technical value to them.
- Provided guidance and input to other departments regarding building successful business and technical relationships with strategic partners.

Management, Hiring, and Training

- Working closely with other managers, provided significant input on department planning and priorities.
- Chaired more than seven hiring teams tasked with hiring engineering professionals into department. Managed screening of candidates, coached interviewers, interviewed candidates, and evaluated team's interview results.
- Hired, supervised, trained, mentored, and advised interns and other technical account managers.

EDUCATION:

- Bachelor of Arts, Computer and Information Science, UCSC, Honors.
- Bachelor of Science, Sociology, University of Oregon, Honors.

ADDITIONAL INFORMATION:

- Member of TedX Santa Cruz (www.tedxantacruz.org) organizing committee, 2010.
- Member of UCSC Baskin School of Engineering *Dean's Alumni Advisory Committee*, 2010-current.
- Chair of UCSC Baskin School of Engineering *Alumni Association*, 2002-2004.
- Member of *Santa Cruz NextSpace* (www.nextspace.us/), *Santa Cruz Design + Innovation Center* (www.designsc.org/), *Santa Cruz Geeks* (www.santacruzgeeks.com/), *Santa Cruz New Tech Meetup* (www.meetup.com/newtech-86/), *Santa Cruz Marketing Roundtable* (www.meetup.com/marketingroundtable/)
- Experience with Mac OS, Windows, Unix, Microsoft Office, Safari, Internet Explorer, Firefox, Chrome, Dreamweaver, Photoshop, Bugzilla, Mantis, ConstantContact, Drupal, Joomla, WordPress, Facebook, Twitter, Skype.