

# SARA ISENBERG

[sara@saraisenberg.com](mailto:sara@saraisenberg.com)

831-334-0701

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- ◆ **Project Management**
  - ◆ **Account Management**
  - ◆ **Web & Social Media Strategy and Planning**
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## SUMMARY

- 15+ years of corporate experience managing client-focused technical relationships and services for strategic partners, clients, and vendors.
  - Extensive understanding of the software development cycle and web production process.
  - Proven ability to provide valuable project status information effectively.
  - Solid track record evaluating websites, scoping & defining updates, web best practices.
  - Proven ability to find resources and build teams for design, development, information architecture, search engine optimization (SEO), social media marketing, copywriting, test, quality assurance (QA).
  - Results-oriented facilitator of regular project team meetings, with excellent communication skills.
  - Experienced hiring team manager, interviewing, hiring, and training.
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## PROFESSIONAL EXPERIENCE

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

- Business clients: strategy, planning, and best practices for websites, blogging, social media, email marketing. Project management, referrals to qualified subcontractors and agencies.
- Web agencies: project definition, delivery management, maintaining effective communication with clients, partners, and vendors.
- Special projects:
  - Technology advising: Small Business Development Center (SBDC) web audits and social media reviews for 150+ clients.
  - Teaching classes: web planning, social media marketing, seo classes for City of Santa Cruz.
  - Program management: VC1to1 at UCSC Baskin School of Engineering, facilitating the connection between faculty, graduate students, and venture capitalists, fostering culture of entrepreneurship. Created speaker series on entrepreneurial topics for faculty and graduate students.

### **Santa Cruz Tech Beat, Santa Cruz, CA, 2013 – current** **Founder and Publisher, <http://santacruztechbeat.com>**

Managing all aspects of *Santa Cruz Tech Beat*, a news digest that provides a convenient way for business, community leaders, geeks, and educators to stay informed about tech activities and business developments in Santa Cruz County. Includes website, email digest, social media, outreach, and sponsorship.

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## **University of California Santa Cruz, Santa Cruz, CA, 2003 – 2005**

Project Manager, Information Technology Services

Managing development and release of new campus-wide email system, including schedules, deliverables, outside vendors, and internal team of programmers, test/QA, technical support, management, and other university stakeholders. Communicating regular status to campus community.

Program Representative, Baskin School of Engineering

Working with faculty, staff, and administration to establish, promote, and manage the Information Systems and Technology Management Department. Liaison to a variety of School of Engineering and UCSC organizations.

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

Technical Account Management for Strategic Partners

- Client-focused technical account management for strategic OEM partners.
- Defining service lifecycles, deployment and delivery of services, increasing revenue for service contracts.

Communication and Outreach

- Facilitating meetings with strategic and prospective partner managers and executives.
- Advising other departments regarding building and maintaining successful business and technical relationships with strategic partners.

Engineering Management, Hiring, and Training

- Chaired 7+ teams to hire engineering professionals.
- Hiring, supervising, training technical account managers.

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## **EDUCATION**

- BS degree, Computer and Information Science, University of California Santa Cruz, Honors.
- BA degree, Sociology, University of Oregon, Honors.

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## **PROFESSIONAL AFFILIATIONS**

- Co-organizer of Santa Cruz New Tech Meetup (2013-current)
  - Member of Baskin School of Engineering Alumni Advisory Council, UC Santa Cruz (2010-current)
  - Member of NextSpace -- a collaborative co-working community (2008-current)
  - Member of Santa Cruz Geeks, Santa Cruz Marketing Roundtable, Business Professionals of Santa Cruz County (current)
  - Member of TedXSantaCruz organizing committee (2010-2011)
  - Chair of Baskin School of Engineering Alumni Association, UC Santa Cruz (2002-2004)
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