

CHRISTINE DELLA PENNA

CREATIVE & TECHNICAL SOLVER



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EDUCATION

Bachelor of Fine Arts

University of Dayton / Dayton, OH

1994 - 1998

PROFILE

Dynamic and versatile design and IT management professional consistently recognized for leadership and high service levels impacting project successes; works independently, driven by high standards of technical design, user experience, data integrity, and improving efficiencies. Looking to obtain a position utilizing my strong organizational skills, design and IT background, and ability to work with other passionate and inspiring people.

WORK EXPERIENCE

Web Manager

Unravel Data / Remote / September 2023 - Present

Accountable for project management, operations and analytics of unraveldata.com. Partnered cross-functionally with web developers, UI/UX, product marketing, content marketing and Demand Generation to optimize visitor engagement.

- Managed a WordPress block project enabling pages to have a consistent style yet allowing for quicker development and creation.
- Worked with various teams to prioritize and publish content on the corporate website.
- Developed and launched a microsite, datafinops.io, in under two weeks utilizing and altering WordPress themes and plugins.

Global Web Development Manager

GE Current, a Daintree company / Remote / July 2018 - June 2022

Responsible for improving the user experience of company global internal and external websites through customer and stakeholder feedback. Led a global team of developers creating new functionality and better usability across web systems.

- Combined three separate dated company websites into one cohesive experience pulling product data from a newly implemented PIM system through JSON and API and rebuilding over 600 marketing and news pages between four regions in under six months

EXPERTISE

- STRATEGIC PLANNING
- PROJECT MANAGEMENT
- TEAM LEADERSHIP
- BUSINESS SOLUTIONS
- UX/UI DESIGN
- CREATIVE THINKING
- EFFICIENCY IMPLEMENTATION
- USER EMPOWERMENT

SKILLS

WEB DESIGN/DEVELOPMENT

HTML5, CSS, Drupal 7/8/9, DNN (DotNetNuke), WordPress, Figma, Google Analytics, SEO, Hotjar

ADOBE CREATIVE SUITE

XD, Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat

PROJECT MANAGEMENT APPS

Wrike, Jira, Asana

MICROSOFT 365 OFFICE SUITE

Word, Powerpoint, Excel, Outlook, Sharepoint, 365 Admin

THIRD-PARTY INTEGRATIONS

CrazyEgg, BrightEdge, Double Dutch, Core-Apps, Experient, Evidon Cookie Consent, Translations.com

MAC & WINDOWS OS

TROUBLESHOOTING

WORK EXPERIENCE CONT.

- Utilized Adobe XD, CSS and HTML, in designing prototypes, user journey maps, and style guides for the implementation of a new global responsive website in Drupal with a product centric and mobile first approach
- Provided guidance, educational and organizational assistance in data and content best practices to marketing and product data team members
- Worked closely with content writers and Brightedge for SEO optimization of global sites
- Managed translations for global sites working with global marketing teams and translations.com
- Governed the cookie consent for global sites through Evidon ensuring compliance with GDPR
- Gathered requirements from other department stakeholders and VOC feedback for business-wide web initiatives
- Managed ongoing web improvements with a team of global developers

Operations Systems Manager

PLM World / Remote / June 2016 – July 2018

Managed the computing architecture, strategic and operational information, and intellectual content of the organization. Developed the organizational website structure, configured the event mobile app, and collected data and analytics towards organizational metrics.

- Developed a new event site in DNN CMS, allowing for more user interactivity, a modern usability approach and cleaner structure
- Enlisted mobile app, registration, and other third-party vendors experienced in event aspects increasing staff productivity and attendee satisfaction
- Simplified registration process within existing framework
- Configured e-commerce store front for partner package purchases with training for sales team to manage
- Maintained relationships and integrations with all technology vendors related to operations, event registrations, abstract submissions, badging system, membership database, mobile and analytical solutions
- Improved organization of systems, data and resources hindering staff effectiveness
- Designed Email Marketing templates for newsletters and promotional communications

AWARDS

INNOVATION AWARD

National Association of College Stores
/ 2011 & 2012

BEST STUDENT PORTFOLIO

AIGA - Cincinnati Chapter
/ 1998

ORGANIZATIONS

American Legion Auxiliary

Post 91 / Berea, OH

Member since 2017

Secretary / 2018- present

Women In Digital

Cleveland Chapter

Member since 2017

INTERESTS



Kayaking



Cycling



Animals



Outdoors



Yoga

WORK EXPERIENCE CONT.

Web Team Manager / Web Designer / Designer & Photographer

National Association of College Stores / Oberlin OH / Aug. 2006 - June 2016

Planned, directed, and supported the operations of the web team. Performed investigation and implementation of new web technologies, conducted customer meetings to gather project requirements, developed project plans, and coordinated support for web solutions while providing hands on development, design and support efforts for web initiatives.

- Implemented the hosted email marketing system Real Magnet into the environment, creating newsletter and promotional templates, and trained staff on system use and analytics
- Redeveloped organization websites into and upgradable DNN installation to enhance user experience with a mobile first approach
- Integrated web components with database development and infrastructure teams
- Trained marketing staff on Google Analytics
- Promoted organizational web and interactive standards including brand-consistency

Art Director

Twin Sisters Productions / Fairlawn / July 2000 - May 2006

- Led and mentored graphics staff and a network of freelance illustrators
- Provided creative direction to packaging, product, ads, signs, logos, and business forms for the company and their customers
- Worked with both domestic and overseas vendors on product production and specs, creating die-lines and product comps
- Maintained website, implementing concepts and updating information

Graphic Designer

Hobrath Press Inc. / Strongsville / Sept. 1999 - June 2000

- Designed brochures, ads, signs, logos, business cards, websites and presentations for various clients
- Nurtured relationships with sales and press operators to gain better understanding of job processes eliminating miscommunication and/or print issues