

Louis A. Storiale, PMP, CSM

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Skills

Project Management | Marketing Strategy | Website Usability

Experience

Project Manager

Storiale Consulting Group, Inc., Chicago, IL, Nov 2003-Present

Project Management

- Collaborate with client and technical team to ensure entire scope of services is communicated and planned according to aggressive but realistic time frames.
- Develop project and marketing strategy while working with client leadership
- Create all time, task and resource planning with collaboration of project team and anticipated delivery time-table
- Manage project execution according to project plan, update clients weekly and utilize Scrum practices for team participation and daily communication
- Daily and weekly review of project deliverables, adhere to quality assurance and designated quality control
- Proven track record of leading large complex implementation projects with tight deadlines (greater than 98% on-time delivery and 100% on-budget)

Overall Achievements

- Managed 30 website initiatives and marketing projects for over 20 companies since 2003
- Earned two Gold Standard Awards by the American Association of Webmasters in 2006
- Managed the website redesign of Carletonsheets.com, a real estate investment company, under tight deadlines and increased all site statistical metrics
- Content and project manager for the largest library in the World (Chicago Public Library)
- Managed in-house staff, vendors, contractors via co-location and virtual teams
- Accurately estimated dozens of project timelines and maintained budgets up to \$250,000
- Zero turn-over rate within Storiale Consulting Group or client teams
- Innovative approach to marketing strategies led to unprecedented results for multiple clients

Website Manager (W-2)

Association of Legal Administrators, Inc., Lincolnshire, IL, 07/2007 to 07/2008

- Managed team of 3 programmers in a multiple project environment and fast-paced website department
- Planned, managed and assisted in the overhaul of ALANET.org (600+ pages)
- Managed monthly Aqualogic Portal requirements + five (5) micro sites
- Project manager for association's annual conference website and extraordinarylawfirm.org
- Collaborated with marketing, education, publications and meetings department directors and staff
- Increased revenue streams for ALA pay-per-click advertising by 40% in five months
- Improved usability of alanet.org site by conducting full life-cycle user-testing and expert review

Webmaster

Hudson Institute, Inc., Indianapolis, IN, 11/2001 to 11/2003

- Created branding strategy and technical requirements for complete redesign and technical overhaul of Hudson.org and 14 micro-sites
- Created requirements, architecture and strategy for Hudson's enterprise content management system
- Conducted all content management and database administration for 15 sites, plus Hudson's quarterly E-zine (American Outlook)
- Managed e-commerce bookstore, online sales administration and merchant account
- Conducted all e-marketing and newsletter campaigns including coding distribution and statistical tracking

Distance Education Manager and Webmaster

Pharmaceutical Education & Research Institute, Inc., Arlington, VA, 11/1999 to 11/2001

- Programmed and Implemented 4 online courses ranging between 8-16 contact hours
- Recruited and collaborated with doctors as subject matter experts
- Utilized WebMentor and WebCT as content management systems
- Spearheaded the website overhaul from HTML to Coldfusion/Sql Server 2000
- Managed all courses and website updates, served on marketing team for logo and branding of site

Technology Skills

MS Project | Base Camp | MS Visio | OmniGraffle | Axure | Mindjet Manager | Adv. MS Office | Mac OSX | Windows 95-Vista | HTML/XHTML | CSS | SQL Server 2000 | Coldfusion | PHP | .NET | ASP | Serena Collage | Joomla | Drupal | WordPress | Custom Enterprise CMSs | Adobe Photoshop | WebTrends | World Merge

EDUCATION & TRAINING

Project Management Professional Certification, PMI, Inc.

Earned the PMP certification after managing projects for 8 years

Scrum Master Certification, Danube Technologies, Inc.

Intense and interactive course that solidified the tenants of Scrum practices

Six-day Usability Training, Nielsen/Norman Group

Trained directly from Bruce Tognazzini and Jakob Nielsen on e-commerce, landing page, writing for the web, motivational psychology in sales, information architecture

Bachelor of Science, Graphic Arts Management, Ball State University

Dual emphasis on management and marketing in the graphics industry

MEMBERSHIPS/AFFILIATIONS

Project Management Institute | American Management Association