

# Kristine Spengler

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**OBJECTIVE** To manage the design, development, and roll-out of web projects by acting as both the single-point-of-contact for clients as well as the manager of a production team consisting of web designers, copywriters, programmers, coders, and/or analysts.

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**SUMMARY** **Project manager with 10 years of experience** in the software, web development, and instructional design industries.

Effective **manager** of teams comprised of diversely talented members including web designers, copywriters, coders, and programmers.

Art Director specializing in **user centered design** principles to create search engine friendly, call-to-action rich web sites that engage and convert potential customers to new clients.

Strong knowledge of **Adobe Creative Suite**, MS Office, MS Project, MS SharePoint, **WordPress** & CS-Cart Content Management Systems, and **PHP** development principles.

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**EXPERIENCE** Anchor Wave Internet Solutions May, 2010 – Current

**Project/Production Team Manager**

Manage production team consisting of 1 associate project manager, 2 front-end developers, 1 back-end developer, 1-user interface/web designer, & 1 SEO coordinator.

- Ensure that the daily tasks of all team members are performed and delivered according to schedule.
- Work with each team member to determine developmental goals, create plans for achieving the goals, and follow-up on plans to ensure progress is being made.
- Continually review and refine production process by using both agile and waterfall methodologies to create a process unique to smaller scale projects.

Manage the operation and execution of web development projects.

- Single point of contact for all external client interaction.
- Create project timeline.
- Set expectations with client and team for timing of deliverables.
- Meet weekly with client to review and evaluate project progress.
- Ensure production tasks are completed on time while meeting or exceeding expectations.
- Communicate any timeline adjustments to clients, management, and team.
- Concurrently manage 25-30 projects at various stages of the project management process.
- Have launched approximately 35 websites and applications in the last 12-months.

Participate as a member of the executive team to plan yearly and quarterly operational, financial, and strategic goals.

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Target Corporation July, 2004 – March, 2009

**Interactive Design Manager | December, 2006 – March, 2009**

Managed an Interactive Development team comprised of 10 designers and developers based in Bangalore, India.

- Administered the creation of the team from idea inception through the project and budget approval process to the recruitment and hiring of team members.
  - Managed team workload resulting in the completion and launch of, on average, 1 large scale project per month resulting in a total corporate cost savings of \$7 million in the team's first year of existence.
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- Gained executive committee approval to expand the team in India by 16 additional team members (2009).
- Received two departmental leadership awards for my efforts in developing the processes by which teams in Minneapolis worked with the team in India.

Managed a 10-day training development blitz that involved 50 team members redesigning an 8-week classroom-training program into a 6-week blended learning plan consisting of 13 e-learning modules that were developed by the newly created Interactive Design team in India.

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## Organizational Effectiveness Consultant | July, 2004 – November, 2006

Designed a blended training program for a customized Ariba Procurement Software project. Program combined 50 self-paced simulation lessons; instructor led training, performance support and knowledge management documentation, as well as open labs/guided workshops.

- Received a Corporate Collaboration Award for working with team members in disparate areas of the corporation to develop a simplified and unified training program that came in \$50,000 under budget.

Mentored college students during their internship at Target; awarded 1 of 5 2005 Target Corporation Outstanding Mentor Awards.

Developed simulated training module for an Expense Center Manager report. Training contributed to an annual 15% increase in expense center planning accuracy.

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RZ Solutions

January 2001 - July 2004

### Business Analyst & Trainer

Certified **Cognos** and **Business Objects Instructor**.

Developed and presented **custom curriculum** for clients seeking content that utilized corporate-specific data, custom business "logic", and industry terminology.

Educated users on new, timesaving decision-making techniques such as **multi-dimensional, and ad-hoc analysis**.

Traveled extensively throughout the United States, Canada, and Latin America for companies such as 3M, Southwestern Bell, Medtronic, Carlson Companies, General Mills, Schneider National, and PepsiCo.

Gathered and documented business requirements used in the development of data warehouse and reporting systems

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## EDUCATION

### Pima Community College

Wed Design/Development courses

### University of Minnesota

Client / Server Application Development Certification

### University of Wisconsin - Madison

B.S. Education

## PERSONAL ACCOMPLISHMENTS

- Current Member, Tucson Ad Federation
- Current Member, Tucson Digital Arts Community
- Attended SXSW Interactive Conference, 2009
- Attended MIT Media Lab Design Conference, 2008
- Teacher, Junior Achievement, 1997-1999
- Teacher, UW International Exchange Program, Peterborough, England, January-June, 1995
- UW-Madison Dean's List: Dec. '94, May '94, Dec. '93 and May '93
- UW-Madison, School of Education Highest Academic Honors Award: Dec.'94, May'94 and Dec.'93