

BRANDON R. RUMBURG

Senior Digital Project Manager, [Certified Scrum Product Owner](#)

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I'm a Certified Scrum Product Owner with about 5 years SDLC experience and 7 years Digital Agency experience. I've managed various aspects of digital marketing, including Account Relations, Creative Production and Paid Media Management. I'm a curious and passionate leader who believes that people are 90% of everything we do. I prioritize taking care of the business while being empathetic and understanding of the human experience and teams.

CERTIFICATIONS

Certified Scrum Product Owner: Scrum Alliance

SKILLS

Software Development Life Cycle
Scrum Framework Implementation
Agile Methodology Implementation
Data-driven Strategic Planning
Healthy & Accurate Project Estimation
Lean Project Planning
Accurate Scope Assessment
Accurate Risk Assessment
Successful Mitigation Planning
Solution-based Problem Solving
Detail Oriented
Big-picture Thinking
Change Management
Escalation Without Tension Tactics

SOFTWARE & TOOLS

JIRA / Confluence
Smartsheet
Wrike
Workamajig
Airtable
Asana
Base Camp
Trello
Google Workspace
Microsoft Office
Workfront Proof
Veeva Vault
Miro
Figma
Milanote
Azure DevOps
Visual Studio
Alchemer
Shopify
Klaviyo

EXPERIENCE

Freelance Marketing Project Manager, Zaelab, July 2024 - Present

- Serve as the main POC for multiple client accounts, varying in size, simultaneously.
- Build, maintain, and grow client accounts and relationships through effective communication.
- Manage various project teams: Paid Search and Paid Social Media planning, purchasing, and reporting, CRO and SEO auditing and implementations, UX / UI creative development, Information Architecture Development & Strategy and Front and Back End Development & QA.
- Facilitate and participate in test planning and scoping, QA & UAT & client demos.

Freelance Senior Project Manager, AbelsonTaylor, June - Sept 2023

- Successfully managed over 20 cross-channel campaign projects for a pharmaceutical indication launch, including animated digital banner ads, website and application assets, print journal ads, brochures, and pamphlets.
- Accurately built timelines and estimates within client budgets to meet milestones and deadlines.
- Managed deliverables and traffic creative workflow in Workfront Proof while coordinating client feedback and expectations with internal teams.
- Communicated project details, timelines, and burn rates to internal teams and clients.
- Facilitated internal meetings for status, kick-offs, working sessions, and troubleshooting/change management.

Senior Digital Project Manager, MERGE, March 2021 - Nov 2022

- Successfully implemented Project Management best practices from Software Development Lifecycle (SDLC)/ Agile/ Scrum and hybrid Waterfall Methodologies to deliver various digital products from websites to web applications.
- Created multiple healthy project estimates and accurate project plans for new proposals, leading to successful development and delivery.
- Collaborated with internal stakeholders to define project effort levels, translate them to dollar amounts, and create initial deliverables like Staffing Plans, Estimation Sheets, Proposals, and Statements of Work.
- Facilitated and led daily scrum in alignment with Scrum best practices.
- Owned and managed various backlogs across multiple accounts.
- Wrote and estimated user stories.
- Regularly facilitated sprint planning and refinement meetings as well as retrospective sessions.
- Flagged, communicated, and executed Scope Change Orders with success, ease and professionalism.
- Maintained open communication with cross-functional teams, including Strategy Leads, UX Designers, Visual Designers, Analytics Specialists, Front and Back End Developers, QA Managers, Architects, and Client Services.

Freelance Senior Digital Project Manager, HAVAS, Apr 2021-Aug 2021

- Scheduled full email campaign builds for a popular fitness technology company.
- Created campaign build schedules based on pre-determined workflows for creative and development teams.
- Owned the resource management of developers and QA teams.
- Coordinated with the Creative Traffic Manager to ensure client timelines aligned with agency resource availability.
- Coordinated with Program Management Leads for resourcing issues.
- Monitored task status and dates to ensure timely delivery.
- Kept a keen eye for efficiency opportunities in the workflow process to accommodate client mandates.

Freelance Digital Project Manager, Red, Jan 2021-June 2021

- Successfully managed a website redesign and CMS build for a popular outdoor powered equipment brand.
- Created a full-scope project plan with the intent of establishing, communicating and training agency teams on new processes.
- Acted as a conduit to success between the vendor development teams and the agency creative teams.

Digital Project Manager, PublicisSapient Miami, May 2014 - Feb 2019

- Managed cross-functional project teams of up to twenty members. Accountabilities including Visual and UX Designers, Copy Writers, Paid Media Managers Strategists and Analysts, Social Media Managers, CMS Authors and Full Stack Development teams.
- Facilitated daily scrum meetings with internal and client teams.
- Owned resource management per account and project.
- Built and maintained client relations with communication best practices and processes that enhanced project delivery efficiency and mitigated risks.
- Facilitated client workshops to determine digital needs and validate them.
- Estimated, scoped, planned, and managed website redesign and development projects.
- Clearly developed, maintained and managed backlogs, user stories and roadmapping for up to four large-scale projects simultaneously.
- Facilitated and managed requirements gathering best practices and documentation for web application builds, website redesign, development, QA, launch, and post-launch maintenance projects.