Stephen Mertens
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Skills Summary

Experienced digital design and creative services leader with 8+ years in the B2B tech industry. Skilled in designing and developing interactive experiences that engage customers to help educate and drive conversion. Experience mentoring and managing full-time teams for performance and career growth. Over 10 years of professional project management experience in software development and creative design.

Qualifications

Project Management
Seasoned project management professional with over a decade of demonstrated success in leading predictive, Agile and hybrid projects. Project experience includes custom software development and deployment, product roadmap initiatives and live events. Have worked with a multitude of project management platforms including Jira, Asana, Smartsheet, Daptiv, and Proofhub.

Creative Design and Development
Solid experience with the Adobe Creative Cloud Suite, HTML5, CSS, JavaScript, jQuery and a multitude of other multimedia design and development tools and frameworks. Responsible for building interactive web experiences, websites and html email for customers spanning across several industries. Provide freelance graphic and web design services for local businesses and organizations. Experience designing and developing in PHP-based content management systems like WordPress and Drupal

Digital and Content Strategy
Over 8 years of experience in the development of strategic recommendations and plans for a diverse array of digital projects (portal launches or redesigns, interactive experiences, digital menu board design, creative production, post-launch engagement and optimization strategies) developed around measurable KPIs based on business and marketing goals. Collaborated regularly with clients to develop strategies and testing criteria to measuring and optimize conversion rate optimization for digital experiences and marketing content.

Professional Experience

Marxent - Dayton, Ohio.   **June 2022 - Present**
Technical Project Manager
- Responsible for ensuring the delivery of our platform solutions.
- Work throughout the project life cycle to validate that solutions are properly scoped, designed, implemented, and tested to meet the client's business needs.
- Receive client objectives and convert them into requirements for the development team.
- Responsible for the creation of sprint project plans and their execution.
- Communicate requirements clearly and consistently across teams.
- Meet regularly with project team members and sponsors to review status and issues.
- Continual monitoring and reporting on progress of the project to all stakeholders.
- Responsible for ensuring all required documentation and deliverables for the project are met.

STRATACACHE - Dayton, Ohio   **April 2014 – June 2022**
Director, Creative Services   *July 2016 – June 2022*
- Lead a team of creative designers, animators and web developers who are assigned to both internal and customer projects and service requests
- Provide project oversight and resource allocation management for Creative Services department's portfolio of projects.
- Lead the development of content strategies, helping clients articulate brand positioning and defining unique differentiators and value propositions.
- Oversaw and assisted with the design and implementation of A/B and multivariate testing scenarios for our customers' interactive solutions and portals, as well as provide insights from our analytics tools and reports

- Management of the Creative Services Department's budget and expenses.
- Coordinate and attend trade shows and demonstrations to educate prospects and existing customers.
- Work closely with the Marketing department to develop sales collateral, social media and web presence, press releases, and trade articles.

Senior Program Manager   *January 2016 – July 2016*
- Responsible for the management of the Creative Services department's portfolio of projects.
- Responsible for resource allocation and task management, hardware and software procurement, and budget management.
- Provide weekly reports to leadership and project stakeholders that track overall project health.

Interactive Designer   *April 2014 – January 2016*
- Responsible for collaborating with clients to plan, design and develop interactive, web-based experiences for digital signage and the web.
- Maintain relationships with existing customers to ensure satisfaction and discover business opportunities by finding new ways to serve.
- Developed a project management process for the Creative Services team and implemented a project management and team collaboration system that is now used organization-wide.

Catholic Health Partners - Springfield, Ohio   *June 2003 – April 2014*
Project Manager   *May 2012 – April 2014*
- Key responsibility is project planning, organizing, and controlling.
- Responsible for human resource allocation and management for assigned projects.
- Experience in project budget management.
- Provide regular communication to the project team members, stakeholders, and sponsors.

Performance Analyst   *January 2011 – May 2012*
- Developed a scorecard system to measure vendor service performance.
- Played a key role in reducing the organization's contract portfolio for software and support, which reduced our annual system maintenance costs.
- Developed a process for regularly monitoring vendor performance to ensure they were meeting the contractual SLA's.
- Generated a monthly report that communicated vital vendor performance data to senior and executive leadership.

Business Analyst   *October 2008 – January 2011*
- Provided top tier technical support for business-critical IT systems and processes used by the healthcare organization.
- Elicited end user and department requirements for system implementations and process improvement using workshops, questionnaires, brain storming sessions, and though interviews and user observation.
- Responsible for all automated file transfers and report generation scripts.
- Developed system downtime procedures for the departments within my area of support.

Desktop Technician   *February 2006 – October 2008*
- Provided tier 2 hardware and software support for three hospitals and several satellite sites.
- Developed desktop images for automated, remote deployment.
- Packaged applications for automated, remote deployment.
- Responsible for end user hardware asset and life cycle management.

Pharmacy Technician, CPhT   *June 2003 – February 2006*
- Responsible for gathering and delivering prescription medication in a time sensitive environment.
- Experience making IV admixtures.
- Provided support for Pyxis software and medication cabinets.

Education

Clark State Community College - Springfield, Ohio
Network Administration ~ Associate of Technology – 2007