

LYNN WINTER

TEAM LEADERSHIP | PROJECT MANAGEMENT | CONTENT STRATEGY | UI/UX

I am a seasoned leader in the **open source** community, managing teams and projects large and small. I seek out **new ideas** and tools to improve workflows. I believe in a **lean, agile** process founded on collaboration. I **advocate** for end users and value relationships. I **geek out** on numbers. I surround myself with **passionate experts** that make me laugh!

WORK EXPERIENCE

DIGITAL STRATEGIST

2017 - present | Manage Digital

PRODUCTION DIRECTOR

2015 - 2017 | August Ash

DIRECTOR OF PROJECTS

2008 - 2015 | Gorton Studios

MANAGING PRODUCER

2000 - 2008 | Twin Cities Public Television

CAMERA OPERATOR

2000 - present | FSN, NBC, ESPN, BTN, Etc

HOW I SPEND MY TIME

- + Define and complete content strategy plans
- + Plan and execute user research and testing
- + Outline user journeys and identify their needs
- + Design site architecture and layout needs
- + Create, implement and refine new processes and workflows for teams across departments
- + Guide projects from conception to launch
- + Create and manage project budgets
- + Hire and mentor team members & contractors
- + Build and maintain client relationships
- + Review & respond to RFPs
- + Lead quality assurance standards and testing
- + Speak at national and local industry conferences

SOFTWARE EXPERIENCE

- + CMS: Drupal, WordPress, Magento, Squarespace
- + Project Management: Basecamp, Intervals, Trello
- + Bug Tracking: Asana, JIRA, PivotalTracker, . Unfuddle, ScrumDo
- + Communication: Slack, Evernote, WebEx, MailChimp
- + Content Strategy: GatherContent, CAT
- + User Testing: Optimal Workshop, Verify, Camtasia
- + Analytics: Google Analytics, Mixpanel
- + Design: InDesign, Canva
- + Video Editing: Final Cut Pro, Avid, Motion

SPEAKING HIGHLIGHTS

- + DrupalCon (2014, 2016, 2017, 2018, 2019)
- + DPM Summit (2018)
- + MN Nonprofit Technology and Communication Conference (2014, 2015, 2016, 2017, 2018, 2019)
- + Nonprofit Technology Conference (2013, 2014, 2015)
- + Various Drupal Camps (2012 - 2018)
- + WordCamp MSP (2018)

EDUCATION

HAMLIN UNIVERSITY | 2000

- + B.A. Chemistry & Communication
- + Magna Cum Laude
- + Phi Beta Kappa
- + Hamline Women's Volleyball and Basketball

LET'S CONNECT!

lynnwintermn@gmail.com | 651.398.5003 | lynnwintermn.com