




# ERIC KEENAN

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## SUMMARY

Experienced Project Manager with a diverse background managing creative, strategic, and digital projects in the technology and healthcare industries. Accomplished team builder and manager driving data-oriented results and stakeholder satisfaction both in-house as well as within an agency environment.



## EXPERIENCE

### Upwork

*Lead Program Manager | April 2023 – Present*

Provides strategic consultation to Upwork's top clients, managing multiple client projects from initiation to delivery while driving successful outcomes through effective project management and talent sourcing

- Supports Strategic Enterprise Accounts totaling over \$10M in annual revenue
- Scopes projects, evaluates talent data, and facilitates freelancer engagement to ensure successful outcomes
- Resolves technical issues and provides strategic consultation leveraging deep platform knowledge
- Guides high-impact projects as a Program Lead to minimize roadblocks and ensure a smooth delivery

### ROI-DNA

*Associate Team Director, Delivery | March 2021 – January 2023*

Directed a team of project managers, supporting the start-to-finish management and delivery of creative and digital advertising projects for a growing digital advertising agency in the business-to-business technology market

- Oversaw a total portfolio of 50+ projects with a combined annual budget of over \$10M
- Managed, mentored, and grew members of the delivery team, as well as led organization-wide training
- Introduced automation tools, reducing manual processes by over 40% and enhancing delivery team efficiency
- Leveraged global partners and agencies as needed for resourcing and timeline requirements

*Senior Project Delivery Manager | November 2019 – March 2021*

- Drove projects such as websites redesigns, digital advertising campaigns, and platform graphics to fruition
- Proactively anticipated project risks and collaborated to remove roadblocks and adhere to timelines
- Set expectations with internal and external stakeholders to maintain alignment throughout the life of the project
- Continually monitored project status with weekly status updates tracking burn and timeline health

### The Linus Group

*Project Manager | January 2018 – October 2019*

Managed project timelines, budgets, and scopes for a marketing agency serving clients in healthcare and life sciences

- Concurrently responsible for 10+ projects with over \$1.2M in combined budget
- Tracked burn rate and ongoing expenses, maintaining an average of 63% profitability on all projects
- Acted as the primary point of contact for multiple clients, effectively managing expectations and building trust
- Created statements of work, estimates, schedules, and proposals for projects and revised them as necessary
- Cultivated and managed vendor relationships and contracts, negotiating and drafting agreements as needed

### Anatomage

*Project Manager | July 2010 – December 2017*

Managed teams on design, software, and marketing projects for developers of anatomy software and hardware products

- Facilitated design and implementation of the content and user experience for the Anatomage Table
- Managed internal CMS tool and coordinated updates with developers to optimize processes
- Created weekly, monthly, and quarterly reports to address the progress and details of ongoing projects



## EDUCATION

### California State University, Chico

B.S., Applied Computer Graphics, Minor in Communication Design



## SKILLS

Adobe Creative Cloud, Google Docs, Microsoft Suite, Python, and HTML/CSS