KIMBERLY M. DIEHL

A manager with over 12 years of content management, development management, and mobile development expertise. Experienced at guiding the business through expansive mobile and web development projects and liaising between the business and information technology teams. Demonstrated skills operating autonomously, as part of a team or leading team initiatives.

EDUCATION:

Quinnipiac University, Hamden, CT, M.S. Interactive Media – User Experience, December 2018 Marymount University, Arlington, VA, B.A., History, May 2002

SPECIALTIES:

- Mobile development management, MDM systems, CMS, Adobe Suite (excluding inDesign), MS Office and Project, Webtrends, Google Analytics, HTML5, CSS, Cross-browser platforms (Safari, IE, Firefox, Chrome, Opera), Social Media
- Well developed public speaker (Toastmaster Competent Communicator), highly organized, problem-solver
- Project Management, Production Management, Site Administration, Content Strategy, Design

EXPERIENCE:

Prudential Financial, Annuities Shelton, CT May 2011- present

Digital Product Manager (June 2016-Present):

- Support and advise launch of new competitive product website with external vendor
- Manage the technology and day-to-day content strategy including Amazon Web Services account (AWS) publishing JS data charts
- Develop daily digital content across sales products and advise on development of other platforms.

Sales Tools Manager (November 2015-June 2016):

- Drive sales strategy to support mobile and web development, native and non-native applications for personallyand corporate- owned devices.
- Lead the mobile enablement of the field sales force, including troubleshooting and training.
- Support and advise launch of new competitive product website with external vendor

WebSite Manager (May 2011-November 2015):

- Supervise external vendor development of site enhancements, issue resolution and coordinate testing.
- Coordinate data analytics for multiple platforms to inform future strategic development.
- Collaborate with Senior Sales, Communication, Marketing and Investment leaders on content themes and planning.

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Primacy (formerly Acsys Interactive)

Farmington, CT

December 2009- May 2011

Interactive Web Project Manager:

- Manage various digital projects for mid-sized clients through the full life-cycle of project management.
- Responsible for coordinating scheduling of project resources, reviewing and approving sales proposals and leading development teams.
- Accountable for the video production projects including vendor management for 3-D rendering within microsite.

Murphy & Co.

Greenwich, CT March 2008 – November 2009

Interactive Web Project Manager:

- Create technical specifications, creative briefs, project plans, estimates and schedules—leveraging resources and budget to meet expectations for deadlines and deliverables, through coordination with department heads and client assets for multiple projects and allocating M&Co. resources accordingly.
- Lead status meetings and manage program deliverables and issue resolution.

A&E Television Networks	Stamford. CT	March 2006 – March 2008
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Interactive Web Producer:

- Coordinate and manage internal and external expectations of Executive Producers, Corporate Outreach, Ad Sales, Public Relations, Marketing, E-Commerce, and Legal to produce and redesign over 50 dynamic websites for various television shows—including broadband channels and short form content— and original content while maintaining brand integrity and consistency.
- Contract and Project manage freelance front-end developers and designers and manage agency relationships domestically and internationally.

Knights of Columbus Museum New Haven, CT November 2002-March 2006

Interactive Content Manager-Editor:

- Utilize Interwoven Teamsite CMS to manage content on museum website.
- Establish an E-commerce initiative for the museum Gift Shop online.