

Digital Producer

Hi! I'm Justine Fowler



An ever-curious digital producer with roots in client service and evolving interest in UX and visual design.

Superpowers include high social intelligence and empathy, strong attention to detail, natural ability to pivot when necessary and excellent preparedness.

It's fun to create digital things for the internet to enjoy, but what engages me is the ability to be a contributing member of a smart, diverse, highly functional and effective team.

CONTACT

c: 774-281-3203

e: j.fowler04@gmail.com

meetjustine.com

linkedin.com/in/justine-fowler

EDUCATION

2005 - 2009

B.S. in Advertising

Sociology Concentration

Quinnipiac University

CERTIFICATES

2019

User Experience Design

General Assembly

SKILLS

- **CMS Exposure:** Drupal, Wordpress, OmniUpdate, Sitecore
- **PM Tools:** Basecamp, JIRA, Teamwork, Mavenlink, Smartsheet, Google Drive, MSOffice
- **Design Tools:** Sketch, InVision, Keynote

HOBBIES

- Creating digital artwork
- Absorbing all things Brené Brown
- Tending to my plants
- Yoga with Adrienne

Experience

2018- CURRENT

iFactory, Boston, MA

SENIOR DIGITAL PRODUCER

- Lead producer balancing a portfolio of 8+ projects helping to champion strategy, balance scope, prioritize tasks to keep focus and alleviate project fatigue.
- Responsible for building effective timelines, establishing client satisfaction, allocating resourcing, invoicing and tracking project profitability.
- Support internal and outside development teams all project phases to ensure adherence to a custom-built CMS framework for seamless implementation.
- Manage numerous accessibility audits under WCAG 2.0/2.1 AA guidelines.
- Streamlined key design deliverables to elevate design and reduce client confusion.
- Delivered 6 sites: VCUarts, Chaffey College, Waubonsee Community College, Santa Monica College, Mizzou Online and FAMU.

2017- 2018

Arnold Worldwide, Boston MA

DIGITAL PRODUCER

- Managed the redesign of PUR Know Your Water, a React web app tied to a custom API that helped users understand water quality data by location.
- Collaborated with client team, data vendor, and contracted dev shop to ensure feasibility given the data set and aggressive launch timeline.
- Developed a rigorous QA test plan and schedule with QA vendor, creating 10-15 unique test cases to ensure accurate display of data.
- Generated additional revenue through incremental scope changes, identified project roadblocks and reissued project timelines where necessary.

2017

MullenLowe, Boston MA

ASSOCIATE DIGITAL PRODUCER

- Facilitated stand-ups to assess risks, blockers, and opportunities, monitored day-to-day management of JIRA to track projects and resourcing.

Experience Continued

2016 - 2017

Mullen Lowe, Boston, MA

SENIOR ACCOUNT EXECUTIVE

- Managed ongoing integrated marketing campaigns for USAA's Property & Casualty vertical supporting specific media buys. Assets included: broadcast and online radio, online video, paid display (programmatic and site direct) and email campaigns.
- Implemented dynamic OLA campaigns via Flashtalking ad-server, acting as a key facilitator for all parties, driving campaign from strategy, decision tree development, production and launch.
- Encouraged vendors, internal and client teams to expand thinking and relationships through project life cycles to ensure quality creative output and client expectations.

2014 - 2015

KBS [now Forsmen & Bodenfors], New York, NY

ACCOUNT EXECUTIVE

- Managed Baker McKenzie's site redesign from discovery through design hand-off resulting in delivery of 12-page templates, functional specs, updated sitemap, UI kit, impact assessment, product requirements documentation and content guidelines.
- Led Enfamil's discovery phase for a Drupal website redesign, which led to the design of flexible page templates to support site launch in key markets, including Canada, LATAM and the U.S.
- Spearheaded digital marketing campaign for launch of Vanguard Personal Advisor Services®, including strategy, creative development, market research, and production of variety of digital banners and rich media assets.

2011-2014

SS+K, New York, NY

ACCOUNT EXECUTIVE

- Managed the launch of new brand identity and fully integrated marketing campaign for Smile Train. Assets included TV, print, banner ads, pre-roll and campaign landing pages.

Interesting Thingz

Post undergrad, I traveled the US + Canada visiting 100+ universities as a leadership consultant for Kappa Alpha Theta Fraternity.

Have visited 40/50 states with the goal of visiting all 50 by 50.

I can sing happy birthday in Portuguese.