

# Doug Larson

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## Career Overview

Self-motivated Communications Professional, Trainer, and PMP/CSM Certified Project Manager. Capable leader with domain specialization in content management, digital platforms, marketing operations project management, internal communications, training development, and classroom delivery.

I help individuals and teams succeed and get things done with project management and a focus on communications and collaboration for creating engagement and delivering impactful programs.

## Top Skills and Strengths

- Project Management
- Business Analysis
- Stakeholder Engagement
- Project Communications
- Resource Management
- Program Finances
- MarTech and Content SME
- Creative and Tech Writing
- End User Training

## Work Summary

**Project Management Institute Dallas**, Plano, TX – Content Director 01/2021 – Present

- Writer for the Chapter President in support of 4000 members. Write monthly newsletter feature to 16k subscribers. Provide Content and publishing support for the chapter website.
- Google Workspace Admin and support for 90 volunteers. Led project to migrate Office 365 with Google. Performed data migration. Created and delivered end user training.

**Larson Smart Home LLC**, Plano, TX – Founder/Solopreneur 09/2021 – 06/2023

- Freelance Home IT consulting service teaching neighbors and friends to manage their home's IT, network, Wi-Fi, cameras, gadgets, and new services.

**Perficient**, Plano, TX - Sr Project Manager, Adobe Digital Marketing 01/2020 – 09/2021

- PMP, CSM, and Agile skillset used to successfully manage Adobe AEM and Marketo implementations with offshore development teams and budgets starting at \$600k.
- Clients included Toyota North America, Carter's, Jackson Financial, and Guidewell Health.

**AT&T Business**, Dallas, TX - Project Manager, Business Marketing Operations 11/2016 – 01/2020

**Symantec**, Mountain View, CA - Sr Manager, Internal Communications 06/2010 – 03/2016

## Education and Certification

- Bachelor of Fine Arts – University of Missouri, Columbia
- Professional Manager of Projects (PMP)
- Certified Scrum Master (CSM)
- Certified Scrum Product Owner (CSPO)

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## Career Details

### **Project Management Institute Dallas Chapter**, Plano, TX

Content Director, Communications

01/2021 – Present

- Content Director - Writer and business partner to the 4000-member Chapter President. Write monthly newsletter to 16k subscribers. Content and publishing support for the chapter website.
- Technology Manager - Manage the chapter's technology investments as well as provide admin, technical and training support for 90 volunteers serving over 4000 members.
- Led project to move from Office 365 and SharePoint to Google Workspace. Performed the data migration. Created and delivered end user training.

### **Larson Smart Home LLC**, Plano, TX

Founder, Solopreneur

09/2021 – 06/2023

- Freelance Home IT consulting service teaching neighbors and friends to manage their home's IT, network, Wi-Fi, cameras, gadgets, and new services.
- Performed "solo geek squad" services in the field around Plano, TX.

### **Perficient**, Plano, TX

Sr Project Manager, Adobe Digital Marketing

01/2020 – 09/2021

- Adobe AEM and Marketo implementations, migrations, operations.
- Guidewell Health – Marketo Engage implementation, data integrations, email operations, change management, training. "5.0, Highly Satisfied" from client. 7-member dev team.
- Jackson Financial – AEM Web UX project to update navigation, information architecture, and strategy to increase "authenticated" user engagement. 10-member team.
- Carter's – AEM Sites and Assets implementation with integration with Salesforce Marketing and Commerce Clouds. 10-member team.
- Toyota North America – AEM Sites and Assets implementation. Included Center of Enablement site for web development partners and complex DevOps pipeline. 13-member team.

### **AT&T Business**, Dallas, TX

Project Manager, Business Marketing Operations

11/2016 – 01/2020

- Managed single blast email, drip, multi-touch, and lead nurture campaigns including related integrations for ad tools on platforms such as Facebook and LinkedIn to increase lead flow.
- Orchestrated workstream with ~20 active projects and over 50 in the backlog of upcoming deployments. Campaigns coded, tested, and deployed in weekly sprints to millions of contacts.
- Optimized intake processes for standard and rush projects, communication tools and SLAs to support a 5x increase in emails produced and deployed year over year starting in 2018.
- Improved production processes to increase capacity and help enable significant savings of \$75k/month by consolidating email service provider output onto a single platform (Eloqua).

### **Symantec**, Mountain View, CA

Sr Manager, Internal Communications

06/2010 – 03/2016

- Product Owner for intranet content, newsroom, email, and social media channels. Primary liaison with IT as Internal Communications for communications technology and vision.
- Managed team and agency to produce content for the corporate intranet. Supported conferences, town-halls, financial reporting events, and M&A messaging campaigns.

- Led launch of two new intranets in 12-months on Adobe AEM to enable the SYMC divestiture of VRTS into separate companies. The \$1.2M Agile project included responsive design, search, video, phone directory and analytics integrations.
- Led internal implementation of Eloqua 10 for newsletters and trained end users. Included persona development, user stories, template design, operations, and user support of ~30 users in service to 20k employees.
- Led internal implementation of Salesforce Chatter and custom blogging app. Included creating best practices, training, and growing adoption through a network of champions.

### **Skills Highlights**

- Content management
- Project management
- Marketing campaign production
- Marketing automation platform implementation
- Web publishing and campaign operations
- Email design, production, and campaign operations
- Communications planning
- Creative writing and storytelling
- Graphic design and photography
- End user training documentation
- Classroom training delivery
- Public speaking and presentation

### **Tools Highlights**

- |                        |                        |                   |
|------------------------|------------------------|-------------------|
| • Adobe Creative Suite | • Google Analytics     | • Microsoft Teams |
| • Adobe AEM            | • Google Workspace     | • Midjourney      |
| • Adobe Lightroom      | • Hootsuite            | • Notion          |
| • Canva                | • Jira                 | • Slack           |
| • ChatGPT              | • LucidChart           | • Smartsheet      |
| • Confluence           | • Microsoft Office     | • Trello          |
| • Constant Contact     | • Microsoft Project    | • WordPress       |
| • Eloqua               | • Microsoft SharePoint | • Zoom            |