

Antonella Severo



Knowmad Project Manager Digital Marketer

Technology manager with extensive project management experience in digital projects.

Specialized in digital marketing, ecommerce, content strategy, localization, SEO, elearning and testing.

I've worked on more than 100 digital projects.

Native English speaker

Authorized to work in Spain:
NIE #X8273546D

Contact me

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Experience

Project Manager and QA/Production Manager 01/2009–present **Third & Grove, Barcelona**

Third & Grove is a fast-growing digital agency with high-profile clients in retail, e-commerce, finance, insurance, construction, media and education industries.

- Provide project management and quality assurance for web site projects in an Agile/Scrum environment.
- Work with clients to define and clarify requirements.
- Assign QA and production tasks to a growing international team.
- Manage budgets and scope. Write requirements and training documentation.
- Introduced new test case management software, making testing more efficient.

Director, Motiva Web Consulting 09/2007–present

- Provide web consulting, digital marketing and development services for non-profit organizations and small businesses.

Consultant, Internet Publications 12/2008–12/2013 **Open University of Catalonia (UOC), Barcelona**

- Consulted and managed internationalization project for an online portal in English and French.
- Managed and implemented special projects for all language sites and mobile site, including redesigns.

Partner & Director of Marketing 10/2006–12/2010 **Olinda Ridge Olive Company, California/Barcelona**

- Led and executed marketing strategies for a handcrafted olive oil manufacturer based in Northern California.
- Oversaw brand development.
- Managed all aspects of Web site, including e-commerce, content development, search engine optimization and marketing, affiliate marketing programs, banner campaigns, related blog, e-mail newsletters and customer support.
- Led two redesigns, including implementation of an e-commerce store.

Online Manager 10/2000–9/2006 **This Old House, Time Warner, New York, USA**

Oversaw online operations of premier home improvement brand This Old House. As part of the Executive team, participated in multi-media strategy and business development. Responsible for overall marketing and production, including creative design, content management and ad sales for ThisOldHouse.com.

- Generated \$1.2 million+ revenues from ad sales and sponsorship opportunities in 2004, representing a 17% increase over previous year.
- Increased traffic to site by 50% within two years. Page views increased by 20%.
- Created successful marketing campaigns for clients via custom turnkey feature packages, mini-sites and interactive sweepstakes programs.
- Successfully guided two site redesigns. Converted html site to content management system. Met accelerated deadlines through effective team building and efficient project management.
- Implemented online video streaming library and educational materials in response to emerging broadband market.

Director of College Publications 10/1991–9/2000 **Bank Street College of Education, New York, USA**

Directed in-house design studio with annual budget of more than \$1 million. Responsibilities included design, content development, and project management. Annually produced more than 200 publications and marketing materials promoting student enrollment, alumni relations, fundraising initiatives, branding, and bookstore sales. Managed and hired freelance photographers, designers, writers, and interns. Coordinated production and distribution with printing and advertising vendors. Led initial design and content development of college's first web site. Promoted from Design Associate (1993-95) and Administrative Assistant (1991-1993).

Education

Universitat Oberta de Catalunya (UOC)

Certificate in E-learning course design and teaching
Barcelona, Spain

Parsons School of Design, New School University

Certificate in Graphic Design
New York, USA

Barnard College, Columbia University

B.A. in Sociology, with honors

Other:

- Certificate, Intercultural Studies (Communication and work in Intercultural Settings) - Foment del Treball Nacional, Barcelona, Spain
- Front End Development - Skillcrush

Skills

- Proven ability to manage complex projects and apply effective problem-solving techniques
- Skilled at communicating and executing overall business & technical strategy
- Strong oral and written communication skills
- Highly organized, enthusiastic and self-motivated
- Familiar with the latest web development tools and process
- Passionate about learning new tools and technology
- Proficient in:
 - Adobe Creative Suite (Photoshop, InDesign, Illustrator, GoLive), QuarkXpress
 - CMS: Vignette Storyserver, ExpressionEngine, OpenCMS, Drupal, Netsuite, Wordpress
 - Omniture, WebTrends, Google Analytics
 - CSS / HTML
 - SEO/SEM, PPC Campaigns, Google Adwords
 - Social Media (Hootsuite)
 - JIRA, Redmine, Basecamp, Fogbugz, TestRail
 - collaboration tools: Google Docs, Slack

Recent Articles

Tips on testing in an agile environment – and the pitfalls to avoid (<http://www.thirdandgrove.com/tips-on-testing-in-an-agile-environment-and-pitfalls-to-avoid>)

Should you use flags for your country/language selector menu? (<http://www.thirdandgrove.com/should-you-use-flags-for-your-country-language-selector-menu>)

The ABC's of Website Testing

(<http://www.thirdandgrove.com/the-abcs-of-website-testing>)

Languages

English (native)



Spanish



Italian



Catalan



French



Interests

- reading
- music
- piano (currently taking lessons)
- singing
- fitness (cycling, running, swimming, rollerblading, yoga)
- traveling
- cooking
- startups
- knowledge society
- Co-founder Mother & Entrepreneur meetup

Class B Spanish Driver License