

Rabelais Carte

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Project Manager

Extensive experience in end-to-end creative process leadership and program management. Proven track record of driving innovation and executing complex initiatives. Expertise in communication, planning, and coordination. Skilled in strategy development, data-driven decision-making, vendor management, and problem resolution. Known for exceptional customer focus and delivering projects on time and within budget. Experienced in operations management, leading teams with ownership and accountability. Entrepreneurial mindset with a forward-thinking approach, embracing ambiguity and driven by relentless curiosity.

Core Competencies

- Creative thought leadership and influence
- Content strategy and creation, compelling storytelling
- Quantitative, qualitative research and analysis
- Consumer insights, actionable data and analysis
- Creativity, critical thinking, problem solving
- Social intelligence and empathic leadership
- Complex simultaneous product program leadership
- C-level communication experience
- Cross-functional collaboration
- Detail oriented
- Agency and vendor relationship management
- Tenacity and determined resolution of obstacles

Experience

JOHN WILEY & SONS, INC. | Chicago, IL | 2020

Creative Project Manager · Virtual Event Platforms (Conferences, Trade Shows, Webinars, Symposia)

- Produced and edited presentations, managed speakers, and configured platform for scientific, technical, medical, legal, and scholarly publishing events.
- Provided event design & configuration. Stakeholder and vendor management. Platform training.
- Produced and managed events for Thermo Fisher Scientific, McGraw Hill Education, TDWI, Caterpillar, The Home Depot, Polaris, Institute of Internal Auditors, DLA Piper, ACT IAC, American Academy of Ophthalmology, and KPMG International.

The Walt Disney Company | Burbank, CA | 2017 - 2020

Project Manager · Mobile / Web SDLC

- Led cross-functional teams in the development and conceptualization of augmented reality (AR) software projects.
- Coordinated designers, engineers, and external vendors in development of high-quality immersive experiences.
- Conducted research and competitive analysis to identify emerging trends and technologies.
- Conducted continuous COPPA compliance monitoring with Exploit Testing and Vulnerability Assessment.
- Designed and facilitated focus group sessions for qualitative data on UX and Engagement with AR applications.
- Implemented actionable insights into SDLC from internal stakeholders on focus group results.
- Oversaw implementation of web analytics tools tracking user behavior and engagement metrics.
- Developed and maintained KPI dashboards and generated reports for senior management.
- Utilized data-driven insights to inform strategy, enhance UX, and optimize portal performance.

NBC UNIVERSAL MEDIA | Universal City, CA | 2016 - 2017

Project Manager · Mobile / Web SDLC

- Delivered mobile show apps for Season 13 of The Voice and Season 12 of America's Got Talent.
- Delivered VOD app integration, driving 70% increase in video engagement.
- Strategized planning, design, and development and collaborated with Product, Marketing, Design/UX, Ad Sales, and Submission teams to define and satisfy app requirements.
- Managed offshore development and QA.
- Oversaw live operation CMS sessions during broadcast.
- Performed PMO reporting.

HEREMEDIA (THE ADVOCATE/OUT/SHEWIRED) | Westwood, CA | 2014 - 2016

Program Manager · Operations, Mobile / Web SDLC

- Established and refined workflow processes to increase productivity for the largest LGBTQ media agency.
- Managed web dev team as scrum master. Oversaw ad campaign fulfillment across multiple websites. Managed digital project and external vendors for mobile app and web dev. Managed e-commerce implementations, infrastructure upgrades, and cloud migration/data archiving.
- Performed data analysis and conducted continual BTB product improvement initiatives. Performed PMO reporting.

DISNEY INTERACTIVE/DELUXE GAMES | Burbank, CA | 2012 - 2013

Project Manager · Mobile / Web SDLC

- Delivered Disney's The Little Mermaid Second Screen Live' theater mobile app and cloud support system.
- Analyzed initial test data for Nightmare Before Christmas and planned project objectives.
- Managed creative game design and application SDLC.
- Conducted review and development meetings.
- Coordinated supplemental animation.

Technical Skills

- Project Management: MS Office, MS Project, JIRA, Confluence, Basecamp, Numbers, InVision, Trello, Smartsheet, Adobe Workfront, Asana, PowerPoint, Visio
- Media Production: Photoshop, Illustrator, Canva, After Effects, InDesign, Final Cut, Premiere, Pro Tools, Reaper
- Analytics: Google, Adobe, Crashlytics, Mixpanel, Crazy Egg, mParticle, Gummicube, Kochava, New Relic, Leanplum, Urban Airship, Chartbeat, Pingdom
- CMS/eCommerce: Drupal, WordPress, SharePoint, Dropbox, Daffy, Shopify, Magento
- Languages: C, Swift, Objective-C, C++, JavaScript, HTML, XML
- DAM: Adobe Experience Manager Assets

Education

MFA | Music Composition & Software Design | California Institute of the Arts, Valencia, CA

BFA | Music Composition, Literature, Media Production, & Sculpture | Bennington College, Bennington, VT