



MICHAEL CIVAY

Portfolio: www.civay.net

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EDUCATION:

Cornell University, Ithaca, NY

Masters of Engineering, Engineering Systems and Management

Graduated: 2006

Linfield College, McMinnville, OR

B.A., Applied Physics

Graduated: 2002

EXPERIENCE:

Avanade, Seattle, WA

July 2011 – Present

Program Manager, Contract

Delivery of a Conenza alumni community platform.

- Coordinate the creation, testing, and implementation of the web service feed from Accenture SAP to Conenza.
- Product Manager for the Conenza implementation.

Real Networks, Seattle, WA

July 2010 – May 2011

Program Manager

Designed and drove core features and processes enabling the beta and upcoming carrier launch of the CES best of show distributed cloud service Unifi, deliverables include:

Account creation/ order paths:

- Gathered requirements from business and product teams in formation of product requirements document (PRD).
- Created user invite system leveraging MD5 hash algorithm for controlled launch per marketing requirements.
- Designed optimized mobile and web order paths driving users through account creation with minimal effort.
- Mapped out beta, carrier and direct to consumer order paths with attention to PCI compliance.

Account management & "My Account":

- Gathered requirements and composed spec allowing full management from mobile and web clients.
- Composed a secure process for password recovery.
- Managed an external team to compose a product consistent front end.

Product Marketing Website:

- Gathered requirements from marketing and product teams.
- Composed spec and managed external team in development of mobile friendly web site.
- Managed hosting environment, testing and site updates.
- Led design and development of "Getting Started" pages to educate first time users.

Transactional & Marketing Emails:

- Selected and managed transactional & marketing email tool for all customer communication, StrongMail.

- Drove design, content and ensured CANSPAM compliance for all marketing and transactional emails.
- Assisted trouble shooting from SOAP calls.

Additional Deliverables:

- Composed Business requirements document (BRD) for Unifi implementation on iOS and Yahoo Connected TV.
- Coordinated with international teams to implement account creation order paths, account management "My Account", marketing website, transactional and marketing emails for Vodafone carrier launch.
- Customer Support team liaison, responsible for composing Customer Care training deck, Knowledge Base articles, Uservice forum etc...
- Assisted in composition of Terms of Service and product naming exercises.

Tableau, Seattle, WA

June 2010

Technical Program Manager, Contract

- Implemented automated pull of Google Analytics data from product web site to SQL Server through PHP scripted ODBC connection, then generated reports in SQL reporting.

Overlake Hospital, Bellevue, WA

March – November 2010

Front Desk, Volunteer

- Helped families find patients
- Assisted patients & nurses

Cheezburger Network, Seattle, WA

February – April 2010

Technical Program Manager, Contract

- Customized Business Catalyst online store checkout with conditional JQuery business logic and CSS. (Failblog.org)
- Implemented automated pull of Google Analytics data from all Cheezburger Network sites to SQL Server through PHP scripted ODBC connection, then generated reports in SQL reporting. I also completed this task using Python and Google Chart Tools.

Steamship Virginia V, Seattle, WA

September 2008 – Present

Website Developer & Administrator, Volunteer

- Developed new website using WordPress for the blog & content management, with JQuery and Flash for dynamic rendering.
- Built and maintained previous websites & helped managed marketing campaigns.

Intelius, Bellevue, WA

April – October 2008

Lead Program Manager, Affiliate Sites

- Responsible for all aspects of the development and launch of DEMO winner, iSearch.com.
- Developed sites around specific keyword/consumer markets to direct traffic to Intelius.
- Designed templates & wrote copy for mailer with 6 million recipients, and kept mailer off black lists.
- Ensured development for multiple 'white label' partner implementations including Yellowbook.com.
- Pursued opportunities to take market share of yellow page searches, and increase revenue per click.
- Consolidated and maintained approx. 1,600 domains, and managed relations with recent acquisitions.

Saltmine, Bellevue, WA

February – October 2009

Technical Program Manager, Contract

- In coordination with Indian based development team composed functional specifications and successfully drove development of key projects.
- Talgo: ASP website with JQuery delivering rich content, from advertising videos to IW composed press releases and technical PDF documents. (talgoamerica.com)
- Kodak Dental: .net based community forum to augment customer support. (kodakdental.com)
- Intel: Marketing asset database platform that manages the lifecycle of each digital asset.

Volt, Redmond, WA

November 2007- March 2008

Program Manager, Contact

- Formed Documentation around existing ad-hoc server load balancing for Microsoft.com.
- Managed product entitlements database entry.
- Guided product teams in entitlement offering decisions.

Microsoft, Redmond, WA

2006 - 2007

Program Manager, Office

- Wrote functional specifications and drove development process for InfoPath features in publishing, client/server parity, and digital signatures in coordination with test and dev.
- Defined project plans, identified and managed associated risks and dependencies and drove execution of plan from start to finish.
- Opened, tracked and resolved feature bugs.
- Drove and assisted feature investigations for Office 14 planning.
- Researched competitive threats and presented findings.

PDCOR, Jaipur, Rajasthan

Summer 2006

Analyst

- Drafted unique private placement proposal for small power plants.
- Developed a sound financial opportunity and vision from raw information.
- Performed feasibility studies for infrastructure development in various cities.
- Communicated with government and private leaders across Rajasthan.

Cornell University, Ithaca, NY

2002 – 2006

Staff Engineer

- Supervised and conducted work at Center for Materials Research, Lab of Plasma Studies, and Space Sciences including; high vacuum systems (CCMR), extreme low temp, and high voltage designs (LPS)
- Developed an understanding of various technical problems and helped form solutions with customers ranging from professors to interns involving cross departmental resources.
- Conducted research and created solutions utilizing; MTS, NMR, CAD, MIG, TIG, advanced lathe & mill

Linfield College, McMinnville, OR

2000 – 2002

Research Assistant

- Designed and constructed a HEV with a turbine APU as senior project, raised funds, directed assistants and consulted various technical specialists.
- Researched, collected and analyzed data to form effective plans of action, then directed available resources to completion.

SOFTWARE:

- Project Management: Project, SharePoint, Excel, Access, InfoPath, PowerPoint, Product studio,

Mantis, Google Analytics, Omniture, Quantcast, Basecamp, Fog Bugz, Visio, SQL Server & Reporting, Linux and Windows Server

- Wireframing & Design: Illustrator, Photoshop, Dreamweaver, Flash, Acrobat
- Content Management Development: Wordpress, YAF, Drupal, Sitecore, PixelPost
- Development: HTML, CSS, C++, SQL, PHP, Java Script