

Brian Rusnica

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Summary: A creative Digital Project Manager with 15+ years' experience in leading design and development teams to wins on mission-critical projects. Specializing in filling gaps between concept and implementation by empowering teammates to focus on what they do best. Personally invested in wildlife photography, graphic design, raptor migration and conservation.

Education

BA in Communications / Boston College / Chestnut Hill, MA / 1998-2002

Professional Experience

VitalSource Technologies / Boston, MA / 2010 - Current

Senior Project Manager

- Agile Product Owner and Scrum Master for digital publishing projects with higher ed publishers, academic institutions, and corporate partners
- Full process, hands-on leadership from wireframing to QA on responsive, accessible learning products
- Resource, budget, and deadline management for design, development, and content production teams
- Clients include Scholastic, Cengage Learning, McGraw Hill, Houghton Mifflin Harcourt, Oxford University Press, Cambridge University Press, Pearson Education

One Pica, Inc. / Boston, MA / 2005 - 2010

Project Manager & Account Executive

- Master scheduling and traffic coordination for 12-person design agency
- Copywriting, marketing, messaging, and creative concepting
- Client communications, account ownership, and deadline management

Technology

Foundations: MS Office 365, MS Project, Adobe CS, HTML/CSS, GitHub

Project Management: JIRA/Confluence, Slack, MS Teams, Trello, Asana, Basecamp

CMS/CRM: WordPress, Joomla, Drupal, Salesforce, QuickBooks, Quick Base, Magento, Squarespace, Canvas, Moodle

Marketing: Google Ads, Google Analytics, Constant Contact, MailChimp, HubSpot, SendGrid

Approaches: Agile/Scrum, Kanban, Waterfall

Volunteer & Personal

Portfolio: www.brianrusnica.com - Wildlife Photographer / Graphic Designer / Raptor Enthusiast

Volunteer & Personal Highlights:

- President, Board Member, and Newsletter Editor for regional conservation club Eastern Mass Hawk Watch
- Volunteer Counter and Co-Coordinator for hawk migration sites in Eastern Massachusetts
- Design collaborator with non-profit conservation organizations: Cape May Raptor Banding Project, Owl Research Institute, Northeast Wetland Restoration/Massachusetts Dept. of Conservation & Recreation, Raptor Tales Rescue
- Presentation Speaker: Mount Auburn Cemetery, Hampshire Bird Club, North Fork Audubon Society
- Other conservation projects: Raptor ID Facebook Group (Administrator), Mass Audubon (Workshop Leader), Audubon Christmas Bird Count (Volunteer), NorthEast Hawk Watch (Board of Directors)
- Personal projects: Hawk Season (online shop), 14 Hawks 8 Owls (blog), CambridgeCoops (Twitter project)
- Bird photography published in Cornell's *Living Bird Magazine*, *The Boston Globe*, *Urban Raptors*, *The Cooper's Hawk*