

# 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, Integrations Manager*

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

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:** Microsoft Office 365, Microsoft Project, Adobe Creative Suite, Google Workspace, HTML/CSS, GitHub

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

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

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

**Approaches:** Agile/Scrum, Kanban, Waterfall, SDLC

## Volunteer & Personal

**Portfolio:** [www.brianrusnica.com](http://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 Coordinator for hawk migration sites in Eastern Massachusetts
- Design Collaborator with non-profit conservation organizations: Hawkwatch International, Cape May Raptor Banding Project, Owl Research Institute, Northeast Wetland Restoration/Massachusetts Dept. of Conservation & Recreation
- 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)
- Bird photography published in Cornell's *Living Bird Magazine*, *The Boston Globe*, *Urban Raptors*, *The Cooper's Hawk*