

# Stephanie M. Scott

Digital Project Manager | PMP®, CSM® | Web, Campaign & Content Delivery Specialist  
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Case studies at wildfireeffect.com | New Westminster, BC

## Professional Summary

PMP and CSM-certified **Project Manager** with 16+ years in digital, creative, and content-driven projects. Adept at balancing the rigorous compliance of regulated industries with the rapid-fire delivery in product cycles typical of agency environments. Delivered 150+ marketing and communication deliverables last year, routinely balancing resource constraints. Executed scope management by effectively communicating the needs of clients, stakeholders, creative and development teams. Using visual aids and storytelling—a technique from my Art Dept roots—to lead change management and align cross-functional teams toward collaboration for effective go-to-market plans.

## Skills

- **High volume production:** Scope, schedule, budget tracking & resource allocation across multiple portfolios
- **Continuous improvement:** Routinely performing impact & risk analysis to control scope & resources
- **Knowledge of Design thinking/SDLC:** Specifically, website design, web development, Brand identity, SEO, AEO, UX, Digital strategy, E-commerce
- **Cross-Functional Team Collaboration:** Guiding service/product pipelines with servant leadership
- **Campaign Management:** Experienced with Waterfall, Agile/Scrum, and Hybrid methodologies, using AI-enhanced productivity

## Education /Credentials

- **PMP®** (Project Management Professional), Project Management Institute
- **CSM®** (Certified ScrumMaster), Scrum Alliance
- **Hybrid Projects & A.I. Enhanced Planning**, Project Management Institute
- **Game Industry Producing**, VCC/DigiBC (applicable to a variety of digital projects)
- **BSc, Biology & Business** | University of Alberta

## Experience

April 2010 – Present

Project Manager/Strategist | Wildfire Effect Consulting (Independent Consultant)

Provided project management and campaign strategy running concurrently with part/ full time contracts.

Selected Projects:

- **Municipal election campaign:** Produced digital marketing content, on budget, for a City Councillor's successful re-election campaign, expanding a two-page flier to create 200+ assets optimized across eight digital platforms
- **National video/print ad campaign:** Meticulously planned, scheduled, monitored art department logistics to avoid costly bottlenecks, as three crews shared assets, filming in parallel for the Directors Guild's- Commercial "Just Watch Us"
- **Client coaching:** Designed a digital-brand roadmap elevating a UBC instructor's profile to a recognized "Woman of Influence" featured in several publications
- **Pre-seed startup support:** Led research and development initiatives to build work flows, spreadsheet trackers, project templates to prepare a startup entering funding negotiations

March 2025 – March 2026

Project Manager - Creative Services| Fortis BC (Contract)

- **Major projects program leadership:** Coordinated the production of 80+ assets (ad, print, digital, event and interactive) for the Wildfire Mitigation program—recognized as one of the organization’s most complex initiatives
- **High-volume portfolio management:** Across 18 projects, led production (in-house/ vendor management) of 150+ digital and printed assets reaching an average of 60,000+ BC households, over just one year
- **Operational Resilience:** Offering zero hesitation when navigating new, multi-tiered corporate and government-regulated environments, often taking initiative to extend my training, reporting and documentation capabilities
- **Project planning:** Led scope & scheduling efforts around resource scarcity constraints; routinely analyzing impacts for risk management to adapt to evolving stakeholder management and creative requirements

September 2020 – October 2022

Project Manager - Marketing Products | Intengine.com

- **Project/project Development:** Managed development and a strategic product launch of an sustainable packaging educational-kit using a hybrid methodology to prevent scope creep and ensure quality controls were maintained
- **Data-driven decisions:** Tracked digital performance analytics and reported on campaign KPIs to deliver exceptional account management and build positive reputation which contributed to contract renewals and new sales

June 2015 – April 2022

Project Manager, Digital campaigns| HollyWords Publicity

- **Team coaching:** Prepared high-profile celebrity clients, as they navigated rapid fan growth from 500 to 8000 followers (300%+) over a launch event, through use of rigorous quality controls and emotional intelligence
- **Client communication:** Provided industry trend analysis, client reports for campaign launches and brand redesigns
- **Community Engagement:** Engaged influencers, fans and support teams to execute campaigns and build a foundation for social media growth. Client accounts continued to grow by the 1000s long after our engagement

November 2014 – July 2018

Project Manager - Communications| Vancouver International Web Festival

- **Brand Evolution:** Delivered a website design rebuild and brand refresh to include VR and app storytelling
- **Led time management & teams:** Directed contributors, developers, and partners under tight festival deadlines
- **Conflict Resolution:** Mediated stakeholder conflicts during event planning, maintaining alignment using servant-leadership techniques

Foundational career - Art Coordinator | BC’s union signatory film productions

- **Rapid Prototyping:** Leveraged wireframes & iterative design to accommodate late-stage changes, mitigate risks and navigate trade-offs in design decisions under high-pressure conditions; this became part of my project DNA

## Software & Tools

- **Project Management:** Asana, Jira, Smartsheet, Wrike, ClickUp, Trello, Eclipse
- **Communication:** Slack, Microsoft Teams, Loom, Zoom, Miro, Google Meet
- **Digital/Creative:** Adobe Creative Suite, InVision, Google Analytics, SEMrush, Canva, Adobe Acrobat
- **Asset Management:** Microsoft 365, Google Workspace, CRMs, CMS (WordPress/Squarespace), BrandFolder
- **Generative AI/Agents:** OpenAI, Perplexity, Copilot, Gemini, Claude

## Professional Development

- AI prompting and infrastructure | Project Management Institute
- Event Management, freelance journalism, & copywriting | British Columbia Institute of Technology
- Risk assessment, Security Screening Supervisor | 2010 Olympics & G20 Summit
- Panel Facilitation & Podcast Production | Toastmasters