

MARK W. BRENEMAN

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DIRECTOR OF DIGITAL PRODUCTS AND SERVICES

Highly experienced professional, having led **over 1,000 digital projects** across Technology, Marketing, UI/UX, and Design. Expert in leveraging many frameworks and methodologies to create user-centric, strategic digital initiatives that drive business objectives. Recognized as an innovative technology strategist and dynamic people leader with deep emotional intelligence. Committed to product success from idea to beyond launch, budget adherence, and setting clear digital milestones. Proven ability to build and guide cross-functional cross-departmental teams, ensure seamless digital operations, and deliver solutions that resonate with users and elevate organizational outcomes.

CORE COMPETENCIES

Leadership | Product / Project Management | Strategic Planning | Negotiations | Communication | Mentoring | Best Practices | Continuous Improvements | Training | Digital Strategy | Documentation | Audits | Vendor Management

TECHNICAL PROFICIENCIES

Artificial Intelligence (AI) and Machine Learning | Digital Marketing | User Interface / User Experience (UI / UX) | Analytics | Cloud Platforms | Web / Software Development | Change Management | Software Development Lifecycle | IT / Data Systems | Requirements Assessments | Troubleshooting | Risk Identification / Mitigation | Compliance | GDPR | Analytics | Legal / Regulatory Guidelines | Microsoft / Google Office suites | Drupal | WordPress | Amazon AWS | Microsoft Azure | PHP | JavaScript | Adobe ColdFusion | Adobe Photoshop | Figma | Wrike / PM Tools | MailChimp | Marketing Cloud | Large Language Models | OpenAI / ChatGPT | Llama | Streamlit

CERTIFICATIONS

- Prosci Certified Change Management Practitioner.
- CompTIA - A+ Core Certification.
- CompTIA - A+ Apple Certification.
- Adobe Certified Expert (ACE) in ColdFusion.

WORK EXPERIENCE

Director of Digital Services

01/2020 to 06/2023

InterVarsity Christian Fellowship, Madison, Wisconsin.

Oversaw multiple teams in a \$109+ million per year non-profit. The Web Software Development department serviced 38 public-facing websites and many special projects. Directed the Web Analytics team and challenged them to transition into a Success Metrics team to become the primary data source for data-driven decisions. Served as a Technical Consultant and Digital Product Strategist for 23 client departments, bringing a jack-of-all-trades experience in marketing, technical/IT, UI/UX, and design expertise to create effective strategies tailored to each challenge.

Executed as a digital project strategist, listened to the needs, wants, and desired outcomes for 100s of ideas, and partnered closely with each owner to clearly define an Objective and set Key Performance Indicators (KPIs/OKRs).

- Developed performance benchmarks and a results-driven strategy to evaluate success.
- Determined the budget, best technology, and or vendor to leverage for each project.
- Built many user-centric proof of concept projects to test, iterate, improve, scale, and measure results, saving the organization tens of thousands of dollars on each project.

Piloted EveryCampus as a Digital Product Owner and User Interface / User Experience Team leader.

- Created and executed Audience Personas and User Journeys.
- Pivoted from B2C to B2B model based on Analytics and research data to serve 82% of active users.
- Managed relationships between several vendor partners to meet deadlines and keep on budget.
- Oversaw the construction of the website that coordinated a crowdsourced action on 2000-plus college campuses.

Campus Web Professional (Equivalent Role: Manager to Associate Director)

02/2010 to 01/2020

InterVarsity Christian Fellowship, Madison, Wisconsin.

Led a software development team that built and serviced over 70 Drupal websites over ten years. Served as a consultant with technical expertise in DevOps, UI / UX, and project management. Created and led a product owner program that ran for seven years to train web product owners to successfully own and lead their products. Built a community of web product owners that fostered collaboration and communication among community members to achieve successful outcomes. Championed many aspects that led to the success of the 2008 Web Strategy and other digital initiatives.

- Crafted and implemented a Product Owner program of 26 web product owners and built a community reinforcing a culture of standards, best practices, and self-enablement.
- Implemented a web strategy that decentralized web management and empowered client departments.
- Partnered with the design and branding teams to create and implement the first Web Style Guide.
- Co-led Indigitous's first global 28-city Hack hackathon.
- Instituted many new practices such as Agile Workflows, Digital Strategies, UI / UX, and Audience personas.
- Mentored many coworkers both inside and outside of the team in the disciplines of web development, fundraising, staff management, and project leadership.

ADDITIONAL RELEVANT EXPERIENCE

Senior Web Developer | Web Server Administrator

05/1998 to 02/2010

VIVID MEDIA INC., Madison, Wisconsin.

Guided the development team in creating and maintaining over 550 custom-developed websites for this multimedia company. Served as both a lead developer and the primary System Administrator, overseeing the building, configuration, and management of Infrastructure hardware, including web, email, and database servers, as well as maintaining the local office network and the Windows / Active Directory servers. Contributed significantly to the organization's success by utilizing expertise in coding and system administration.

- Built a custom-developed Content Management System (CMS) in ColdFusion and deployed over 350 sites.
- Constructed a Parent-Teacher scheduling system used by several School Districts that allowed parents to schedule from home in less than 5 minutes on average.
- Architected the core K-12 School website CMS system used to this day by many smaller schools in Central Wisconsin.
- Generated and hosted several Conference registration and management systems for events with up to 20,000 attendees.
- Created and hosted many custom-developed PCI-compliant e-commerce sites.
- Specialized in building websites that streamlined and managed almost all small business processes.
- Spearheaded the effort to virtualize the hardware servers to the VPS system, saving several hundred dollars monthly.
- Upgraded hardware / virtual components and executed migration, documenting configuration, security, security audits, patch installations, backups, and availability monitoring as part of server management tasks.

EDUCATION

Associate of Science, Digital and Analog Electronics
Madison College, Madison, Wisconsin

12/1998

Continuous engagement with Micro Learnings to keep current with Technology.

Complete Work History and Project Portfolio available at <https://markwbreneman.com/>