KAYTA GENTRY, CSM

SENIOR DIGITAL PROJECT/PROGRAM MANAGER

📞 360-490-1396　　✉ kaytagentry@gmail.com　　📍 4507 5th Ave NW, Olympia, WA 98502

ABOUT

Senior project expert and social engineer with an eye for design. Focuses on team collaboration. A decade of experience at high-end digital agencies working directly with enterprise clients, internal cross-functional teams, and producing top notch project successes.

EXPERTISE

- **Frameworks**: Agile, Scrum, Hybrid, Waterfall

- **Skills:** CSM, Relationships, SOW and Estimation, Team Standups, Timelines, Change Management, Gannt charts, Ticket grooming, User Stories, Status Reporting, Retrospectives, Budget and Risk management tracking, Client / vendor invoicing

- **Tools:** Jira, Confluence, Harvest, Smartsheet, Airtable, Teamwork, Asana, Trello, GitHub, Figma, Miro

- **CMS:** WordPress, AEM, Drupal, Headless, Shopify, Magento

- **CRM**: HubSpot, Adobe, Marketo

- **Personal Focuses:** Team Building, Relationships, UI/UX, API Integrations, E-commerce, QA, Client/Stakeholder Management, Documentation

EDUCATION & AWARDS

Scrum Alliance, 2025
Certified Scrum Master

DPM School, 2024
Digital Project Management Certification

Free Code Camp, 2016
Full Stack Certification

SUNY @ Buffalo State, 2005
Fiber Design

10UP MUPPIE AWARD, 2023

HEARST GIVES BACK SERVICE AWARD HONOREE, 2022

HEARST CHANGE AGENT, 2019

EXPERIENCE

2024-2025

TWIST BIOSCIENCE (CONTRACT)
SENIOR ECOMMERCE IMPLEMENGATION SPECIALIST

- Led e-commerce implementation initiative for company-wide, multi-phased project, engaging business units across the organization
- Developed and executed project roadmaps for multiple product launches, while overseeing a complex Drupal to AEM web migration.
- Collaborated with UX, engineering teams, stakeholders, and C-suite, to streamline workflows, achieving measurable improvements in user engagement and sales.
- Leveraged data analytics to optimize strategies, enhancing product visibility and conversion rates.

2024

THIRD AND GROVE
SENIOR PROJECT MANAGER

- Managed simultaneous enterprise client Drupal and Shopify projects, ensuring on-time, in-scope project delivery.
- Fostered positive team environment, promoting knowledge sharing and collaboration.
- Utilized effective communication and facilitated stakeholder alignment to optimize project outcomes.

2022-2024

10UP (NOW FUELED)
SENIOR PROJECT MANAGER

- Managed relationships, scope, budget, timeline, task tracking, defining requirements, and internal team resourcing for enterprise-level clientele on new web builds, web support retainers and migrations, and a variety of other digital marketing related projects (GSC, GA, GAM) with a remote team of 300+ experts worldwide.
- Led cross-functional teams in delivering high-quality digital marketing projects, fostering open communication and shared
- success
- Implemented data-driven strategies for project tracking and resource allocation, ensuring streamlined workflows and measurable improvements in project tracking.
- Drove process improvements in project management, resulting in streamlined workflows and enhanced client satisfaction for digital initiatives.
- Managed relationships and project scope for large scale clients, ensuring timely delivery and significantly improved client satisfaction.

2016-2022

HEARST DIGITAL AGENCY
WEB PROGRAM SUPERVISOR / CUSTOM PROJECT MANAGER

- Promoted to lead project manager, developers, and designers for large-scale web builds and retainer support.
- Implemented project management tools, streamlining workflows and improving decisions-making speed.
- Enhanced client satisfaction via direct relationship management and strategic UI/UX and tech stack recommendations.
- Planned and launched 400+ client web projects, maintaining scope, budget, and timeline.