

JOSHUA STOESSNER, PMP®

IT & Project Manager | Product Management | Digital Strategy | Technology Operations
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SUMMARY

PMP-certified IT and Project Manager with 15+ years delivering complex technology programs across private aviation, nonprofit, and media. Led a website redesign that produced a 176% pageview increase and 9.32% profit lift, and drove 23% YoY growth in organic search impressions through structured SEO programs. Builds CRM systems, manages \$350K+ vendor portfolios, and aligns cross-functional teams and IT roadmaps with business outcomes.

EXPERIENCE

IT & Project Manager | *Paramount Business Jets* • Remote

2021 – Present

- 176% pageview increase, 196% visitor growth, 9.32% profit lift: delivered via full website redesign, owning scope, vendor relationships, and cross-functional execution end-to-end.
- Grew organic search impressions 23% YoY and improved sitewide ranking position 40.94% through technical SEO audits, keyword strategy, and content architecture.
- Redesigned custom CRM and quoting system to serve the full sales and operations team.
- Oversaw a \$350K+ vendor portfolio spanning multiple technology contracts: driving on-time delivery, renegotiating terms to maintain cost accountability, and managing SLA performance across all providers.
- Established PBJ's AI/LLM search optimization program: implementing structured data schemas, AEO content architecture, and AI Overviews targeting to build visibility in emerging answer-engine surfaces.

Project Manager, Information Technology | *BBB National Programs* • Remote

2020 – 2021

- Oversaw two major technology programs at a national nonprofit: a full website redesign and a phone system migration, handling thousands of consumer cases annually, managing cross-functional teams, and delivering both on time and within scope.
- Produced executive-ready project plans across both programs: scoped charters, milestone schedules, risk registers, and stakeholder communications, keeping leadership aligned through delivery.

Product Manager / Ad Operations / Operations Support | *Better Business Bureau* • Remote

2017 – 2020

- Managed product lifecycle for digital advertising and accreditation platforms serving a national consumer protection nonprofit: driving feature prioritization across engineering, sales, and operations, and supporting platform adoption across member organizations.

Director, Client Services | *Frankly Media* • Remote

2006 – 2017

- Promoted multiple times over 11 years to Director, Client Services: built the Professional Services group from scratch, converted informal client requests into a billable practice, and contributed to 47% revenue growth and market share expansion from 20% to 45% during tenure.
- Standardized professional services delivery processes and documentation practices, converting ad hoc client requests into a governed, repeatable practice that scaled to \$20M+ in revenue.
- Led onboarding and rebranding of 100+ client sites, generating over \$20M in revenue; managed a personal roster of 65 broadcast clients; and spearheaded migration of 300+ clients to Google DFP Premium, owning project plans, SOWs, and cross-functional execution throughout.

Production Manager, Media | *Cleveland Browns* • Cleveland, OH

2004 – 2006

- Managed digital content production and publication for the team's official website and print materials: producing fan-facing content on weekly game-day cycles under strict editorial deadlines.

EDUCATION & CERTIFICATIONS

Bachelor of Arts — Cleveland State University

Project Management Professional (PMP®) — Project Management Institute

CORE COMPETENCIES

Project Delivery: Program management, end-to-end lifecycle, Agile, Waterfall, risk management, quality assurance, project closeout, PMI

Technology: CRM development, website architecture, IT operations, marketing technology, content migration, system builds

Leadership: Cross-functional team leadership, resource allocation, vendor management, stakeholder communication, executive alignment

Digital & Product: SEO, AEO/LLM optimization, structured data, product lifecycle management, feature prioritization, content strategy

Process: Continuous improvement, process standardization, documentation, operational efficiency