Petra Vincent

646.203.6400 | New York, NY | hello@petravincent.com | [LinkedIn](#)

SENIOR LEADER | DIGITAL STRATEGY, MARKETING, UX DESIGN & DEVOPS

Building, leading, and enabling teams to create and implement globally recognized, scalable digital solutions that enhance efficiency and boost prominence. 10+ years of direct experience creating and managing digital programs and strategies.

PROFESSIONAL EXPERIENCE

McKinsey & Company - New York, NY   2013 - 2023
Head of Development Operations, Audience Development & Innovation
- Directed and empowered the Audience Development & Innovation team, consisting of UX designers, technical engineers, front-end developers, and project managers, to drive success across multiple audience development projects.
- Spearheaded the strategic planning and successful implementation of distinct branded franchises, resulting in an impressive +8.2 million incremental reads on McKinsey.com over a 2 year period.
- Led execution of extensive digital marketing initiatives, encompassing cross-promotion within article content, search engine optimization, and paid social media campaigns for the McKinsey Insights app. Orchestrated effective engagement strategies that resulted in a remarkable 28% boost in conversions, driving substantial growth and success for the organization.
- Developed and enhanced creative testing methodologies and A/B testing techniques to drive optimal results. Pioneered the development of an autonomous system to rapidly deploy A/B instances, resulting in a significant 45% increase in testing capacity.
- Developed and managed large marketing and development budgets and forecasts, and provided regular reporting and analysis of marketing metrics to stakeholders.
- Improved design and development workflow processes to reduce bottlenecks, streamline workflows and optimize scheduling for McKinsey.com Global publishing special project teams.

Senior Web Strategy Manager
- Reimagined the Digital Client Proposal experience, giving our Design support and client teams a way to autonomously create online experiences without the need for development. Led to a 64% increase in proposal production across functions.
- Collaborated with Consultants to help develop and deliver thought leadership and creative digital transformations to our clients.
- Led design, development and scale of launched McKinsey's Digital intranet which increased YOY quarterly knowledge satisfaction scores by ~ 38 % for information available about client engagement in the Digital and Analytics space.
- Managed team of designers, developers, and analysts applying lean principles to design-led and data-driven product development.

Professional Sports Publications - New York, NY   2005 - 2013
Creative Manager/Print and Digital Publication Specialist
- Hired, trained and directed staff members developing design concepts into art layouts and preparing layouts for printing.
- Creative direction and editorial design for professional and college sports print and digital magazines, yearbooks, and advertising.

[Consulting Experience]

Intel - New York, NY   2011 - 2013
Digital Campaign Designer/ Full Stack Developer
- Formulated and implemented comprehensive performance marketing strategies targeting customer acquisition and revenue growth, encompassing the entire lead acquisition to lead conversion process.
- Created compelling and engaging content using social media, digital advertising, web, internal digital displays and more.
- Managed detailed campaign tracking across multiple channels and systems.

Novartis Oncology - San Francisco, CA   2008 - 2011
Flash Developer/UI designer

- Design and develop flash based applications and digital campaigns.

Travel Channel - New York, NY   2007 - 2015

Digital Campaign Designer/ Fullstack Developer
- Organized creation of campaign assets and strategic roadmaps to successfully promote diverse customer products and services.
- Managed campaign development updates, including negotiating work changes and adjustments.
- Executed campaigns professionally by maintaining productive relationships with internal teams and external vendors handling specialty services.

McKinsey & Company - New York, NY   2005 - 2013

Client Proposal Delivery Experience Specialist / Full Stack Developer
- Collaborated with Client Service Teams to design and develop digital proposals that specifically addressed the needs and interests of each prospective client.

EDUCATION

New Jersey Institute of Technology - Newark, NJ   1998 - 2002

Information Technology, concentration in Graphic Design
Associations: NACME Scholar; NSBE

Canarsie High School - Brooklyn, NY   1998

Pre-engineering certification
St. Johns Women in Science award

Cornell University   2018

Project Management certification

SKILLS

OPERATIONS - Work-flow optimization, Forecasting and planning, Vendor & People management, Agile Methodologies, Product Management, SEO
STRATEGY + DESIGN - UI/UX Strategy, User flow analysis, Detailed wire-framing, High & Low fidelity prototyping, Motion/Interaction design, Storytelling/Editorial design, Ideation/concept development, Marketing strategy development, Technical Architecture, Information Architecture
TECHNOLOGY - Amazon Web Server admin, Azure, Salesforce Marketing Cloud, Single Sign On (Okta, Duo, Auth0), API integration (Adobe, Salesforce, IoT) , **Languages:** HTML, CSS, LESS, SASS, JavaScript, jQuery, Angular, React, SaaS, PHP, MySQL
TOOLS - **Productivity:** Jira, Trello, Airtable, Github; **Analytics:** Tableau, Omniture, Google Analytics, Heap; **CMS:** Drupal, Sitecore, Sharepoint, Wordpress, **Adobe:** Photoshop, Illustrator, XD, After Effects, Premier, Design: Sketch, Figma, Invision, Microsoft Office Suite

AWARDS

2023 - Webby Honoree - Best Visual Design - Aesthetic
- What Just happened? McKinsey Publishing's year in review

2023 - AVA Digital Awards
- Platinum: McKinsey Explainers - Digital Marketing | SEO Campaign, Digital Marketing | Integrated marketing campaign
- Gold: Data Points - Digital Marketing | Games, contests, Web Interactive capabilities

2022 - Folio: Eddie & Ozzie Awards
- The economic state of Black America - Single B2B Article: Banking/Business/Finance