Nikki Forsythe

SENIOR PROJECT MANAGER | PMP

E-commerce and Self-Service Delivery | Launch Readiness | Cross-Functional Leadership

Park Ridge, IL | 847-219-6309 | nikkifor@gmail.com

linkedin.com/in/nikkiforsythe | nikkiforsythe.com

PROFESSIONAL SUMMARY

PMP-certified senior project manager with 15+ years of digital delivery and agency experience. Leads e-commerce and self-service workstreams from requirements through launch and post-launch support, aligning business and technology teams of 20–30 people. Coordinates scope, schedules, dependencies, risks, and QA/UAT readiness in hybrid and agile environments.

CORE SKILLS

Hybrid and Agile delivery | Scope and schedule management | Requirements coordination | Risks, issues, and dependencies | Cross-functional coordination | QA/UAT and launch readiness | Release planning | Post-launch support | Stakeholder and executive reporting | Vendor and resource coordination | Process improvement

PROFESSIONAL EXPERIENCE

T-Mobile | Remote

Senior Project Manager – UScellular Integration (Contract)

August 2025 – April 2026

- Led the first phase of UScellular.com's retirement following the acquisition, completing the shutdown of the consumer website and new-customer shopping flows.
- Planned the next phase to maintain essential customer self-service during migration, mapping dependencies with content, feature, and technical owners. Implementation concluded after the contract ended.
- Coordinated requirements, schedules, testing, messaging, and feature retirements with integration milestones; worked with Product, IT, and business teams to monitor digital performance and resolve issues.

UScellular | Chicago, IL

Digital Strategist, Ecommerce (Hybrid)

January 2024 – August 2025

- Led customer-facing e-commerce and self-service initiatives to improve navigation, product discovery, and merchandising, coordinating work from intake through launch and post-launch review.
- Translated business goals into requirements and user stories with Product, UX, and Engineering; analyzed engagement, conversion, and revenue using Google Analytics, Contentsquare, and Tableau to inform priorities.
- Contributed to A/B testing through hypothesis development and results review, connecting customer behavior and performance findings to site improvements.

Lead, Digital Operations & Project Management, Ecommerce (Hybrid)

September 2022 – December 2023

- Partnered with leaders in weekly prioritization reviews, evaluating Jira requests against executive priorities, scope, timing, and resource capacity; helped strengthen intake requirements to include supporting analytics before approval.
- Led digital workstreams for platform enhancements, feature launches, integrations, and compliance updates, aligning business stakeholders, UX, Engineering, QA, and external partners.
- Worked with the PMO to involve Digital in enterprise project evaluations before solution approval, assess digital impacts, and assign an interim point of contact until projects were formalized.
- Reported milestones, risks, and decisions to executives; mentored team members and onboarded contract resources to delivery practices.

UScellular — continued

Senior Project Manager, Ecommerce (On-site)
May 2015 – August 2022

- Managed customer-facing e-commerce workstreams on enterprise projects with total budgets of $1M–$8M, coordinating scope, schedules, dependencies, risks, and requirements approvals across Product, UX, Engineering, QA, Marketing, and vendors.
- Managed UX/UI activities through discovery, wireframes, detailed designs, and approvals, checking alignment with user stories and addressing gaps before development.
- Managed hybrid delivery across business and technical teams from structured requirements and design through development sprints and reviews, QA/UAT readiness, coordinated launch, and post-launch support.
- Aligned internal UX/UI teams, embedded Deloitte specialists, and onshore and offshore technical partners, managing dependencies and resolving changes in requirements and priorities.
- Worked with Procurement on RFPs, statements of work, vendor selection, and cost inputs for PMO budget review; maintained documentation closeout and lessons learned.

Leo Burnett / Arc Worldwide | Chicago, IL

Senior Manager, Project Management
June 2013 – April 2015

- Led PMs and producers delivering the Allstate digital portfolio, aligning project teams across UX, IT, Creative, and external vendors.
- Developed weekly resource forecasts and managed program budgets, monthly financial reporting, time tracking, and quarterly project audits to align staffing, scope, and costs.
- Coordinated offshore development and delivered senior-level status and risk reporting, maintaining clear communication and quality expectations across partners.

Senior Project Manager
January 2009 – June 2013

- Delivered digital campaigns and projects for Allstate, Altria's Black & Mild brand, and Kellogg's, coordinating creative development, technical delivery, QA, schedules, and partner relationships.

SELECTED PROJECT WORK

UScellular Home Internet Digital Experience

- Led delivery of a dedicated Home Internet website section, bringing product education, qualification, and purchase information into the customer journey; coordinated launch and stabilization.

TOOLS

Jira | Confluence | Microsoft Project | ChatGPT | Microsoft Copilot | Excel | PowerPoint | Teams | SharePoint | Visio | Figma | Google Analytics | Tableau | Contentsquare

EDUCATION AND CERTIFICATION

Bachelor of Arts in Advertising | Michigan State University

Project Management Professional (PMP) | Project Management Institute