

Jonny Egan

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Professional Summary

Strategic digital leader with over 15 years of experience driving scalable digital platforms, operational excellence, and cross-functional team leadership across strategy, UX, engineering, analytics, and marketing technology. Proven ability to translate business objectives into durable digital systems, implement agency-wide processes, and lead complex engagements for Fortune 500 clients including Meta, Pfizer, and AMC.

Professional Experience

Hot Paper Lantern, New York, NY

Director, Digital Projects | Jun 2021 – Present

Clients: Meta, Barnes, Daikin, Saint Gobain, Fire Capital Management, Kyndryl

- Lead all digital workstreams across the agency, serving as the primary architect, strategist, and delivery lead for every client-facing and internal project.
- Act as the agency's sole subject matter expert in digital, partnering with client teams, internal teams, and executives to help shape digital vision, execution, and outcomes.
- Oversee the strategy, scoping, UX, and development for scalable digital platforms, including large-scale websites, content systems, and multi-stakeholder digital ecosystems.
- Develop and implement agency-wide SOPs and best practices, optimizing team workflows and improving project velocity and quality.
- Represent the digital discipline in all new business pitches, helping secure wins by crafting digital strategy, presenting to clients, and contributing to proposal development.
- Direct and mentor a cross-functional team of designers, strategists, and developers, aligning digital output with business and brand goals.
- Collaborate with executive leadership on agency growth planning, resource needs, and evolving service offerings.

Big Drop Inc, New York, NY

Senior Digital Project Manager | Feb 2020 – May 2021

Clients: Optimum, AMC Networks, Altice, Bank of China, Nuvolo, Moroccan Oil, Northwell Health

- Managed a \$1M+ portfolio, overseeing full-cycle delivery for complex website and platform builds.
- Directed cross-functional teams of designers, developers, and strategists.
- Maintained consistent client satisfaction through proactive communication, issue resolution, and clear expectations across all engagements.

Precision For Value, NY & Chicago, IL

Senior Digital Project Manager | Feb 2017 – Feb 2020

Clients: Astellas, Takeda, Lilly, AbbVie, Novo Nordisk, Pfizer

- Led 15+ concurrent digital projects across web, email, and mobile for top-tier pharma clients.
- Developed comprehensive documentation ensuring business alignment and regulatory compliance.

- Created and managed SOWs, RFPs, timelines, and change orders, supporting a multi-million dollar portfolio.
- Fostered strong client relationships and served as day-to-day lead across multiple accounts.

No Limit Agency, Chicago, IL

Digital Director, Digital Manager, Digital Producer | Dec 2012 – May 2016

Clients: Pita Pit, GYMGUYZ, Smoothie King, Lennys Subs, Buffalo Wings and Rings

- Implemented SOPs and project protocols for website development and QA.
- Mentored junior staff in project execution and client relationship management.
- Managed offshore development teams using Agile methodologies.

1851 Franchise, Chicago, IL

Technical Lead | Dec 2012 – May 2016

- Redesigned and developed lead generation platform increasing traffic by 200% within 3 months of launch.
- Led onboarding for 50+ clients post-launch.
- Created business and functional documentation for offshore development.

RTE, Dublin, Ireland

Support Developer | Nov 2011 – May 2012

- Provided Level 2 support for internal and external clients for digital display systems.

Whoodle, Dublin, Ireland

Support Developer | Aug 2010 – Nov 2011

- Led front-end development and contributed to back-end improvements during site overhaul.

Freelance Experience

JonnyEgan.com

Digital Experience Strategist & Project Director | Jan 2014 – Present

Clients: Focus Features, Northwestern University, China Metal Solutions, Egan's Whiskey

- Deliver strategy, UX, design, and development for clients to maximize ROI.

Additional Experience

Thinkful

Technical Project Management Course Mentor | Mar 2020 - Dec 2020

- Mentored students on technical project management concepts and career transition readiness.

Education

MSc in Web Technologies – National College of Ireland, 2010–2011

BSc in Software Systems – National College of Ireland, 2006–2010

Core Competencies & Skills

- Digital Strategy & Program Leadership
- Cross-Functional Team Management
- UX Strategy & Experience Architecture
- Digital Operations & Workflow Optimization
- Agile & Hybrid Project Management Methodologies
- Client Relationship & Stakeholder Management
- Enterprise CMS Platforms (WordPress, Drupal, SharePoint)
- Data-Driven Decision Making (GA, GTM, SEO Tools)
- Creative Oversight & QA Governance
- Marketing Technology & Automation Platforms
- Process Design & Scalable Systems Implementation
- Digital Transformation & Change Enablement