BLAKE GOBLE

Senior Project Manager

ABOUT

Senior Project Manager with 4+ years leading web, creative, and digital marketing initiatives in a full-service agency. Known for turning ambiguous problems into clear, workable plans: whether that means untangling a compromised client site, redesigning an agency's delivery workflow, or building the automation that makes a process run itself. Blends hands-on web development knowledge with cross-functional leadership to guide projects from concept through launch while keeping stakeholders aligned, teams unblocked, and outcomes tied to brand and performance goals.

75+ WEBSITES LAUNCHED
4+ YEARS AGENCY LEADERSHIP
20+ CONCURRENT PROJECTS OWNED

EXPERIENCE

gravitate

Senior Project Manager
April 2022 – Present
Vancouver, WA

Promoted from Project Manager in recognition of portfolio ownership and process leadership

PORTFOLIO & DELIVERY LEADERSHIP

- Own a portfolio of 20+ concurrent website and digital marketing projects across B2B, SaaS, nonprofit, and retail clients, from discovery through launch and ongoing support
- Lead cross-functional coordination between design, engineering, DevOps, SEO, and content teams, translating business goals into structured roadmaps, milestones, and task plans
- Serve as primary client contact across the full lifecycle: planning sessions, scope negotiation, change requests, approvals, and re-engaging stalled projects after content or budget delays
- Identify delivery risks early and drive mitigation strategies that protect timelines, budgets, and quality standards

SYSTEMS, AUTOMATION & PROCESS DESIGN

- Designed and built the agency's support ticketing system in Asana, with separate intake/triage and delivery/close-out workflows that give clients faster response and the team clear accountability
- Restructured the four-tier website maintenance retainer program, authoring the automation and strategy documentation that standardized scope, pricing, and delivery
- Built GoHighLevel workflow automation and Content Snare integrations for the agency pipeline, reducing manual handoffs in onboarding and content collection
- Developed a canned email template library and lifecycle-standardized Asana templates that scale project volume without adding coordination overhead
- Participated in Asana's Design Partner Program, contributing to agency-focused product development

CREATIVE PROBLEM SOLVING & INCIDENT RESPONSE

- Led response to multiple WordPress security incidents (backdoors, SEO spam injection, server compromise): scoped remediation, authored client-facing incident reports, evaluated security tooling, and coordinated hosting migrations
- Managed legal and compliance escalations including privacy demand letters and consent compliance scoping, aligning engineering fixes with client legal counsel
- Diagnosed and resolved a complex e-commerce payment JavaScript conflict blocking checkout, and cleared external penetration scan findings through TLS and CDN configuration
- Apply AI-assisted development (Cursor, Claude Code) and custom Node.js middleware to prototype solutions and unblock teams faster

SKILLS / TOOLS

Workflow Management
Asana | Jira | Trello | Microsoft Project | Smartsheet | Notion

Automation & Development
GoHighLevel | Content Snare | Node.js | Railway | Cursor | Claude Code

Collaboration & Communication
Slack | Microsoft Teams | Google Workspace | Zoom

Marketing & Analytics
Google Analytics (GA4) | Looker Studio | Google Tag Manager

Creative & Web Ecosystem
Figma | Adobe Creative Suite | GitHub | WordPress | WooCommerce | Shopify

Hosting & Security
Cloudflare | Pantheon | Amazon Web Services | Sucuri

EDUCATION

ARIZONA STATE UNIVERSITY *Tempe, AZ*
Class of 2020
+ B.S. in **Graphic Information Technology** + Concentration in Web Development

CONTACT

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