
Paula A. DiBacco

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Professional Experience

2007-Present

Penn State Hershey Medical Center, Hershey, PA
Senior Systems Analyst/Project Manager

- Assemble and drive cross-functional project teams, identify resources needed, and develop detailed project plans.
- Communicate with team members and senior business stakeholders regarding project status and identify and resolve project problems, issues and risks.
- Initiate action to identify and resolve project problems/issues and report on mitigating steps and actions taken to ensure timely deliverables, project success and quality. Provide weekly status reports highlighting accomplishments, plans and issues to project team members and senior management.
- Using project management methodology, provide design options, produce specifications and estimates, develop, improve and document business processes and web/software work flow applications.
- Interact and work with the business users, developers and testers to recommend solutions, and determine whether business requirements are being met.
- Manage full life cycle application development projects as well as enhancements and maintenance of existing applications

1999-2001
2001 - 2007

Penn State Hershey Medical Center, Hershey, PA
AV Specialist/Web Designer
Web Content Administrator/Web Master

- Actively maintained and supported the enterprise internet and intranet web sites. Collaborated with senior leadership to define objectives, strategy, and tactics for content, design, and functionality.
- Managed two redesigns and maintain several departmental web sites including significant development of new content and functionality.
- Lead Project Manager collaborating with approximately 500 departmental managers, faculty and physicians to develop and implement content strategy, management, and development methodologies and standards
- Coordinated with Marketing Department to ensure effective updates in line with current ad campaigns and strategic initiatives mandated by the institution
- Offered technical support through training, web style guidelines and templates
- Gathered and analyzed data, statistics, feedback and trends to recommend changes and effectively incorporate data to update web sites, and planning discussions

2000 - Present

The DiBacco Group, Hummelstown, PA
President

- Create dynamic web sites for corporate clients and organizations
- Meet with clients to define requirements/scope, analyze feasibility, options, budget and build and execute project plan
- Determine marketing strategy and report on effectiveness of web site before and after marketing campaign
- Developed b2b and b2c ecommerce sites

Summary of Qualifications

Supervisory Experience

- Project Management involving multiple ongoing projects
- Ability to think strategically, act quickly, coordinate and manage many levels of staff to keep abreast of the rapid technology in web development and design
- Supervisor of web team including designers and web coordinators

Technical Experience

- Technical support for other IT staff and over 500 web site authors
- Proficient in html, and javascript; broad knowledge of web concepts including java, java script, applets, SSL, XML, WC3, SQL and ASP
- Web application training in: Photoshop, PowerPoint, FrontPage, Adobe Writer

Education

2006-2009

University of Phoenix, **GPA 3.95**
MBA/Technology Management

2002

Penn State University, Harrisburg, PA
Web Master Certificate - GPA 3.6

1994

Penn State University, State College, PA
B.A. Broadcasting

Awards

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- 2003 Bronze Winner in the iNOVA 3rd annual international web competition
 - 2003 Finalist in Best of The Web Health Care Category
 - 2002 AAMC Award for Excellence for We Are Penn State Campaign
Materials include: print ads, billboards, radio, tv and web site
 - 2001 Finalist in Best of The Web Health Care Category
 - 1999 Telly Award for Health Care Production