

Bailey Conradt

Project Manager, Web Development

Experience

Digital Producer, Brand Sites 2023 - Present
General Mills

» Coordinated efforts of designers, developers, and brand teams for a fully customizable Mezco Foods website, a \$50M brand endorsed by OEP. Created timelines, scoped the project, took brand team input, and managed budget.

» Piloted the General Mills accessibility governance program, monitoring consumer-facing sites across the company. Monitored accessibility scores, prioritized issues, and automatically created tasks for teams based on issues.

» Conceptualized and led the creation of an Enterprise Digital Capabilities (EDC) Sharepoint site, collaborating with EDC leadership on their priorities for the site: project statuses, intake, processes, team info, documentation, and contacts.

Marketing Technology Analyst 2022 - 2023
Blue Buffalo

» Led Buddies app release deployment in both Google Play and Apple App Stores for releases to 400,000 app users. Managed store listing for all app updates and content.

» Implemented OneTrust Privacy and LaunchDarkly in the Buddies app, ensuring privacy compliance and enabling A/B testing as well as segmented feature rollouts.

» Regularly filled in for scrummaster, leading daily stand-up meetings for multiple squads (20+ team members).

Digital & Technology Intern Summer 2021
General Mills

» Developed Visual Search Proof-of-Concept for Betty Crocker Recipe search using Google Cloud, .NET, C#, Nuget, Jenkins, Docker. Presented to Senior Leadership Team.


Student Team Lead / Technical Writer 2019-2022
UW Madison DoIT Help Desk

» Co-supervisor of the DoIT Help Desk, specializing in department communication to improve support for technology services to UW-Madison and System affiliates.


» Created and updated documentation for the DoIT Help Desk Knowledgebase, used by campus affiliates. Responded to requests regarding technology throughout the UW System.

Contact

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Education

Computer Science, B.S. 2018 - 2021
Political Science, B.S.

University of Wisconsin - Madison
GPA: 4.0

Certified ScrumMaster, Scrum Alliance (2023)

Technical Skills

Advanced: HTML, CSS, Javascript, ReactJS, Git, Firebase, React Native, Node, JIRA, Wordpress, Agile Project Management

Intermediate: SQL, GCP, Python, Flutter, Java, Excel, ADO, C#, .NET, Github Actions, Elasticsearch, C, C++, Azure

Power Skills: Public Speaking, Technical Communication, Technical Writing

Strengthfinder: Learner, Positivity, Individualization, Arranger, Developer

Myers-Briggs: ENFJ - Protagonist

Volunteering

Intern Task Force Lead

» Professional development for students

UW-Madison Recruiting Co-Lead

» Lead campus recruitment and interview initiatives

New Hire Ambassador, August 2022-2023

» Onboarded 100+ new employees, showing them helpful resources and answered questions while onboarding

General Mills Choir Accompanist

» Regular performances for work events, music selection, and community-building



[linkedin.com/in/baileyconradt](https://www.linkedin.com/in/baileyconradt)



<https://github.com/baileyconradt>