

Nick Crandell

Contact information redacted as site is WIP

Digital project leader with expertise in website infrastructure, platform integrations, and cross-functional stakeholder collaboration. Proven record of improving reliability, building organizational relationships, and driving data-informed improvements to the patron digital experience.

PROFESSIONAL EXPERIENCE

Seattle Symphony Orchestra | *Digital Project Manager, CMS* Aug 2025 – Present

- Assumed platform ownership following Director vacancy, eliminating critical high-traffic outages during on-sale and season launch events while independently managing all website operations, vendor coordination, and cross-departmental initiatives
- Significantly reduced overall website outage rate through proactive server infrastructure scaling, bot mitigation, and routine CMS maintenance including database cleanup, re-indexing, and defragmentation
- Reconfigured Google Search Console indexing to improve organic search visibility and SEO performance
- Consistently delivered on high-priority, last-minute requests while maintaining platform stability and development partner relationships
- Cultivated a collaborative digital culture across all relevant departments
- Repeatedly demonstrated willingness to accommodate, problem solve, and troubleshoot
- Owned and administered QuickBase project management platform for digital team workflows
- Managed critical incident response including a donation form outage (Winter 2025) and an AFD platform outage (Oct–Nov 2024), coordinating rapid resolution with development partners

Seattle Symphony Orchestra | *Client Relations Manager* Aug 2022 – Jan 2024

- Deployed over-the-top (OTT) streaming application, expanding the organization's digital audience reach
- Integrated Tessitura and QuickBooks to reconcile streaming revenue accounting recognition across platforms
- Implemented automated geographic sales tax collection for digital transactions, ensuring regulatory compliance
- Redesigned customer support workflow by launching an online support form with automated response routing, reducing manual handling and improving patron experience

Dynafios, Inc | *Technical Account Manager* Jan 2020 – Jul 2022

- Configured integration between proprietary CRM and Metabase BI platform, enabling data-driven client reporting
- Deployed and administered customer support center reporting system

Snoqualmie Falls Brewery & Restaurant | *Business Manager* May 2018 – Dec 2019

- Directly supervised three department managers (Front of House, Back of House, and Brewery), overseeing a total staff of approximately 30 employees across all operations
- Full HR authority including hiring, terminations, and performance reviews, as well as ownership of departmental budgets, weekly cash flow, and labor cost management
- Oversaw the discovery, development and implementation of a new website, internal ERP and POS systems

EDUCATION

Bellevue College Spring 2025

Bachelor of Applied Science, Data Management and Analysis — Concentration: Business Intelligence

Associate of Applied Science, Accounting

TECHNICAL SKILLS & TOOLS

Office + BI	Project Management	Database	Dev Languages	Web & Analytics
Microsoft Office	Jira	Tessitura	Python	Looker Studio
QuickBooks	Asana	SQL / SSMS	C#	GTM
Tableau	Trello	NoSQL	Java	GA4
Power BI	Notion	MongoDB	PHP	CM360
Metabase	QuickBase		HTML/CSS/JS	