

**AGILE Consultant    DIGITAL Project/Program Manager    SCRUMMaster/Business Analyst/Product Owner**

Accomplished Agile facilitator, business analyst/product owner/ScrumMaster, and internal & external client-facing digital project manager with 10 years' experience launching web development projects and as leadership for Agile and Scrum delivery methods.

Implements/maintains software platforms/tools using tech and design acumen. Leads Agile delivery teams with app/web/digital development & marketing instincts to launch, migrate, scale Scrum/operational processes, and optimize Sprint Goal Completion.

- √ *AGILE, DIGITAL Project/Content Manager; Bus. Analyst*
- √ *SCRUM Product Owner, SCRUMMaster, AGILE Coach*
- √ *Facilitator, Cultural Bridge & Digital Communicator*

- √ *Creative Direction; DCM/WCMS; Web Maintenance.*
- √ *Digital Copywriting, Content Strategy & Development*
- √ *Brand Strategy, Analysis; Product Management*

**SKILLS**

**EXPERT:** Digital Consulting, Responsive Web Design, HTML5, CSS3, WordPress, AGILE Web & SaaS Development, Facilitation, C-level Executive Liaison & Support, Minimum Viable Products, Website Support & Administration, Website Maintenance, eCommerce Platforms, DXP, Digital Experience Platforms, CMS, WCMS, CMSS, eCommerce, User Stories, Brand Strategy, Digital Content Management, Training, Community Management, Outsourcing, Digital Product Management, ENGLISH

**ADVANCED:** Communications Strategy, IT Vendor Management, SiteCore, JIRA, Blog Development, SCRUM Product Ownership, Social Media Management and Strategy, Digital Publishing, Digital Marketing, Adobe Photoshop, Graphic Design, Internal Resource Coordination, Delivery Management, Business Analysis, Brand Analysis, Content Development & Strategy, CRM, Content Curation, Blogging, Print, Office 365, SFTP, PHP Applications, SCRUM MASTER, KANBAN, LEAN, AGILE Coaching, HINDI

**INTERMEDIATE:** 360° Digital Design (visual, UI, UX, advertising, copy), Trello, Rally, PivotalTracker, Confluence, Design, Creative & Art Direction, Business Development, Account Management, Brand Development, Quality Assurance, Copywriting, Web Analytics & Metrics, Digital & Social Advertising, Project Planning, Technical Specification & Estimation, SEO, HootSuite, PowerPoint, Widen, InVision, phpMyAdmin, SharePoint, Change Management, B2C, B2B, Multi-Channel, SAFe, LeSS, Scrum@Scale

**WELL-VERSED:** SaaS, , Google Sheets, Google Analytics, Kronos, Lithium, Email Marketing, MS Excel, AEM, SAP, Salesforce, Drupal, Magento, Joomla, Google Charts, G-Suite, MySQL, DITA, XML, A/B Testing, Kentico, PUNJABI, URDU, SPANISH.

**PROFESSIONAL EXPERIENCE****Digital Product Manager, Tele-Property** (REMOTE & ON-SITE; PART-TIME; NEW BRUNSWICK, NJ)

NOV 2020 – PRESENT

*An upcoming app in development facilitating the renovation/revamping of properties (residential or commercial) for brokers, investors, contractors and contractees. I have facilitated the planning stages, wireframing & user story creation, coordinating with the client & other stakeholders, and act as project manager during the development phase, coordinating with developer assets & the client. In addition, strategically, the decisions I make & actions I facilitate have impact on the level of a Product Manager.*

**Senior Lead/Digital Consultant, Web Experience, Salesforce** (REMOTE)

JUL 2020 – DEC 2020

*Managed web content/page development & business processes, drafting demos; staging & production implementation, fast follows & other web maintenance launches, tasks, updates, tactical business unit coordination & web content management system development/authoring; in Adobe Experience Manager & WordPress & using SEO tools and best practices.*

**Web & Digital Platform Manager, Tomato Gold Studio** (NJ & REMOTE; PART-TIME; TEMP)

JUN 2020 – JUNE 2020

*Re-developed web presence; Translated business goals into technical requirements & tracked progress; Led product management/development to contribute to 50% increase in user's session duration on website, and to measurably decrease the average user's bounce rate.*

- Coaxed product vision, executed Scrum ceremonies and owned Scrum artifacts to launch digital/web platforms/software/tools and website.
- Digital content management/strategy, copywriting, digital project management for CMS/eCommerce: implementation, design, and development.
- Demo'ing of multi-channel digital marketing products; synthesis of digital traffic analytics into SEM/SEO actions; Sprint Management.

**Digital Consultant, CMS and eCommerce, L'Oreal Paris** (NYC & REMOTE)

FEB 2020 – MAY 2020

*Facilitated/led Digital Content Management, Scrum+AGILE Project Management, Web Maintenance, Design, Web Developer QA for Barrel.*

- Prioritization and work-stream management – Leveraged workflow management systems (JIRA) to review/lead implementation requirements, own delivery train, optimize operational processes & communicate w/ stakeholders of global beauty/makeup brand (L'Oréal). (in SiteCore)

**Digital Project Manager, Agile Consultant, Product Owner, Lifted Media LLC** (self-employed) JAN 2012 – JAN 2020

*AGILE/SCRUM Web Development & Digital Product/Project Management. (Also: Built freelance digital agency as: AGILE Web/CMS Designer.)*

- Led: **six** Global talents/contributors/collaborators; Developed **one** Organizational OS (Agile, Scrum, Lean) [BizAdServices.com].
- Strategized & launched **five** functional marketing sites and online portals – developed **five** versions/prototypes/MVPs per website.
- Created a consistent brand voice; **integrated across all channels** of marketing (social media, SEO, branded content, email, print, blog and digital).
- Installed, maintained and configured PHP4 & 5, ASP.NET, MySQL Applications to implement eCMSs, CMSs, DXPs, eCommerce Platforms.
- Executed SCRUM: Sprint Planning, Retro, Review, PO/PM Sync, daily SCRUM. Owned Product Visions defined from business & user needs.

**Digital Project Manager—ScrumMaster—Business Analyst, Pinksta** (REMOTE) JUL 2017 – JAN 2018

*Facilitated PRODUCT Management; Servant-leadership for the Discovery and Development phases of a multi-category cashback app; Led Web Maintenance, acted as Web & Digital Platform Manager, Digital Content Manager to launch website from scratch.*

- Protected teams from distractions and solved issues of Daily Scrums turning into status updates, not forward-looking at Sprint Goal Completion.
- Developed the Product Roadmap and collaborated between creative, technical, marketing and other business teams to launch new website & app.
- Led web & digital Discovery for site/app by: using design-thinking best practices to define requirements, prototype, and conduct usability testing.
- Integrated API systems and coordinated development to keep team members aligned & aware; Set-up/created Landing Pages for A/B testing.
- Launched digital copywriting teams & led digital content management to maintain digital compliance and accuracy in eCMS/DXP (AEM).

**Digital Project/Content Manager—Product Owner—Business Analyst, JackParrot.com** (REMOTE) JUN 2016 – JUN 2017

*Defined & executed the e-commerce strategy to drive revenue, conversion, retention, and customer engagement. Partnered with design, planning and marketing teams to develop and execute revenue/profit driving eCommerce strategies involving conversion, bounce, retention..*

- Implemented/migrated website mgmt/platform/DXP/Digital Content Management systems/tools (Drupal & AEM) to streamline processes by 30%.
- Creatively/strategically supported C-level & stakeholders to keep abreast of evolving digital behaviors and trends, foreseeing impediments.
- Championed Product Vision; Facilitated Discovery & Development phases; optimized Scrum processes; Executed Product Objectives.
- Managed & prioritized Product and Sprint Backlog artifacts continuously (prior to and during Sprint ceremony leadership) to scale PO processes.

**Digital Media Consultant, The Durst Organization** (NYC, NJ & REMOTE) MAY 2015 – OCT 2015

*Consulted as CMS BA, PO, SM to Digitally Launch the Residential Division of Commercial Real Estate Company; Digital Marketing Consultant for McEnroe Organic Farm, NY Water Taxi; facilitated/executed AGILE+SCRUM+LEAN web dev environment of custom CMS build from scratch.*

- Coordinated development team to direct the launch of **five plus** websites; Completed **20+** WCMS & web admin features in line with Product Vision & Priorities; Facilitated implementation of all websites & digital software platforms; Employed SEM/SEO Principles to ensure steady web traffic.
- Conducted Product Backlog Refinement sessions to develop partnerships with key internal and external stakeholders, onshore & offshore teams, collaborating so business goals were met; Wrote User Stories; Led 3-6 developers; Facilitated Agile Coaching, Business Analysis.
- Developed Digital Strategies for Durst Residential, NY Water Taxi, and McEnroe Organic Farm.

**CMS Designer—Digital Content/Project Mgr, Distinctive Workforce Solutions** (Red Bank, NJ) JUL – AUG & NOV 2014

*Re-built & re-branded online presences while configuring web content management system, training key personnel in CMS administration, collaborating w/ stakeholders on business requirements, and facilitating an AGILE+SCRUM development environment to transform the company.*

- Owned content development & web development to launch 3 projects, while leading C-level with Information Architecture, Creative Direction, Migrations, graphic design, digital copywriting, social media strategy, WCMS & CMS, QA; White-labeled & customized/configured CMSs.
- Led Digital Brand Strategy to improve online conversions for VMS Software sales by 20%; Led two online re-branding efforts of the website and digital content; Evaluated, customized & built **new software platforms**; Prototyped Email Marketing Campaigns. (WordPress)

## VOLUNTEER WORK

**Project Manager, Astha (Faith) Foundation / traveling** NOV 2014 – MAY 2015, NOV 2015 – JUN 2016, FEB 2018 – SEP 2019

*Facilitated 12 dwelling builds for the poor; managed clean water supplies; coached basic hygiene & sanitation processes to avoid disease.*

- Mentored & educated approx. 50 parents re: disease & 100 young kids re: basic Math, English & Science to increase future prospects.

## EDUCATION

University of Toronto, **Bachelor of Arts**, Psychology. SEP 2007 – JUN 2012

## CERTIFICATIONS

Scrum Alliance<sup>®</sup>, **A-CSPO**<sup>®</sup>, **CSM**<sup>®</sup> (**PMI-ACP**<sup>®</sup> or **SAFE**<sup>®</sup> expected in 2021) OCT 2014 – PRESENT