

Accomplished, versatile, innovative, and effective Senior Project Manager with 15+ years of leadership experience in Product Management, Business Operations, Marketing Development, Team Management, and Product Development within telecommunication and mobile environments. Recognized for exceptional ability to lead a wide range of projects from concept development, to testing and launch, while demonstrating success in analyzing and improving KPI, financial data and success measures. Proven communicator, fostering trusting and long-lasting relations with senior management, team members, vendors, and clients, consistently achieving and exceeding quality and profitability goals.

AREAS OF EXPERTISE

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|-----------------------------------|-------------------------------------|--------------------------|
| ✓ Planning & Organization | ✓ Online Advertising & Social Media | ✓ Stakeholder Management |
| ✓ Project & Change Management | ✓ Process Management & SixSigma | ✓ Strategic Planning |
| ✓ Business Operations | ✓ Team Development & Collaboration | ✓ Budgeting / P&L |
| ✓ Product Go-To-Market Launch | ✓ Operations / System Management | ✓ Event Planning |
| ✓ Cost Reduction & Revenue Growth | ✓ Analytics Capabilities | ✓ Customer Focus |
| ✓ MS Office, Excel & SharePoint | ✓ Adobe Photoshop / Adobe Publisher | ✓ Business Acumen |

EXPERIENCE & NOTABLE CONTRIBUTIONS

VERIZON • Bellevue, WA • 2001-2015

GO TO MARKET STRATEGY MANAGER 2013-2015

- Identified go-to-market (GTM) needs and developed growth programs that generated \$53K in revenue
- Developed ROI analysis and qualitative feedback to evaluate program success to leadership teams
- Streamlined workload by 16%, that allowed teams to lead in product sales launches of \$75K
- Successfully reduced redundancies by 82% while improving efficiency across projects
- Saved company 60% YOY in marketing event planning utilizing business practices in SixSigma program

SENIOR MARKETING ANALYST 2011-2013

- Created sales positioning and tools for sales teams, that improved product sales by 12%, resulting in region leading in top 5 for product launch day sales
- Streamlined processes that reduced unnecessary advertising, and implemented cost effective social media marketing strategies on Facebook, Twitter, LinkedIn, YouTube, and digital marketing that saved \$93K
- Worked with marketing team of 7 members on marketing events that increased sales by 11%

B2B SALES OPERATIONS CONSULTANT 2007-2011

- Managed first B2B store opening on Microsoft Campus, including staffing of 26% of employee activations
- Project managed launch of Verizon Wireless' exclusive contract for FBI Implementation valued at \$250K
- Deployed and planned successful launch of government contract, training 24 clients in 2months
- Receiving "Award of Excellence" from the FBI

B2B BUSINESS SALES ASSOCIATE/FEDERAL BUSINESS SALES COORDINATOR 2005-2007

- Developed structure for Sales and Operations teams that increased productivity by 36% and drove sales to meet and exceed KPI targets by 23%
- Created cross-functional team, leading to 98% reduction in error rate and 100% productivity improvement
- Liaised between federal account team and sales management during build-out of new ordering systems, ensuring seamless 4-week transition
- Served as acting supervisor role for 3 months to successfully manage team of 15 local and remote members

OUTSOURCE MANAGEMENT COORDINATOR 2004-2005

- Guided project teams with 24 members across 4 sites, overseeing 5 projects valued at \$64K each
- Set up centralized Quality Control department, queuing system that reduced errors by 65%
- Earned "Peer to Peer Nomination" and "Employee of the Month Award"

BUSINESS SERVICE CENTER REPRESENTATIVE/CALL CENTER MANAGEMENT COORDINATOR

2001-2004

- Effectively implemented call center solutions, assisting an average of 408 representatives per day, and receiving 96% in customer satisfaction ratings
- Developed and improved processes that reduced call resolution times by 21%
- Recognized by management for providing exemplary service to customers

EDUCATION & TRAINING

Degree in Business Management and Marketing | Strayer University | *expected completion 2016*