

**Taylor O'Neal**  
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Seattle, WA 98109

## **Profile**

Professional with 10 years of digital project, product launch management, strategy, competitive analysis, presentation, analytics, partnership management, business intelligence, and technology skills delivering software for customer-focused businesses.

## **Summary**

### Product and Project Management

- Large scale enterprise software implementations for retail and consumer packaged goods
- Management of website and app launches focused on intelligent personalization, customer sales flow management between self-service, chat and phone, on demand SMS visual experiences
- Cross functional collaboration with legal, finance, brand, agencies, system architects and developers
- Coordination of testing activities and user experience studies to inform product decisions
- Program metrics and optimization for engagement or conversion
- Hiring, management and staffing of developers including for rare and new skill sets

### Strategy and Marketing

- Competitive analysis of startups and established businesses in the digital space focused on positioning
- Pitch deck creation, business model and financial model iteration for social media startup
- Demonstrated concept through execution of direct e-commerce sales acquisition campaigns internally and externally through email and advertising networks, as well as through sales organization incentives, software tools and customer facing digital experiences.
- Created and executed offers for e-commerce and telesales teams pertaining to holidays, sales funnel targeted offers and more, tracking, optimizing and analyzing performance
- Partnership management including launching new partners for multiple initiatives including advanced 3rd party data integration, generic search, click to call and more
- Demonstrated success in partner contract negotiations and cross functional collaboration for buy-in and onboarding

## **Experience**

BRADSON CONSULTING – Seattle, Washington

September 2018 - July 2018

### SENIOR CONSULTANT

- Managed a technical and non technical team as scrum master and later project manager of over 10 developers and several functional analysts to create customized applications, interfaces and more for a large scale enterprise software implementation using agile and also a blended approach for development.

CONSULTANT – Seattle, Washington

July 2017 - Present

*Consultant to early stage high growth social media startup on strategy including pitch deck creation, product-market fit, competitive analysis, business models, and financial models.*

MIAMI UNIVERSITY - FACULTY INSTRUCTOR (REMOTE)–

August 2018 - Present

*Professor of digital analytics. Created curriculum teaching the principles of metrics that matter and how to design visualizations using Tableau and tell effective business stories and present data backed recommendations.*

REVEL CONSULTING – Seattle, Washington

March 2014 - January 2017

*Consulting agency that works with Fortune 100 technology companies in the digital transformation and strategy spaces.*

### **Manager**

- Sold ~\$1M of services including product development, program management in 2016
- Managed a team of a peak of 14 people, conducting 1x1s, coaching, performance evaluations
- Conducted interviews and hiring decisions to bring in top performing associates
- Authored statements of work, contracts, and staffing plans.

### **Program Manager, eCommerce & telesales Growth Hacking team, T-Mobile**

- Built a high performing team of 7 people to effectively launch digital products within as little as 6 week targets from strategy to execution including UX Surveys, creative briefs, training, launch activities, sales data analysis and performance optimization and other product management activities
- Conducted experiments including a/b tests to maximize key metrics including engagement & conversion
- Created a culture of learning, support and fun through feedback, listening and team activities
- Managed key vendor agencies and stakeholders to launch major online advertising, email and mobile marketing programs for e-commerce and telesales for a major telecommunications company.
- Project manager for scaling of online click to call advertisements, managing onboarding of call centers and data, as well as performance optimization and managing the vendor relationship
- Business owner for requirements involving the sales organization on several initiatives developing and validating requirements

LOFT9 CONSULTING – Seattle, Washington

July 2012 – March 2014

*Project management and analytics consulting practice.*

Project management and analytics consultant working between business and technology to deliver software projects on time and on budget.

**Lead Project Manager** for digital signage software (AccessVia at the time a Lexmark company) for Kohl's Department Stores to launch to corporate and 1,100 stores, working with agile development team and managing client feature requests, requirements and expectations.

**Business Launch Manager** for Microsoft, driving international expansion of an Online/eCommerce product licensing portal, impacting seven Partners and 35 enterprise clients across Canada, the UK and Germany. Managed multi-functional business, process and IT engagement.

Created, advocated for, and gained executive sign-off on Agile-hybrid PM process—increasing process control and scope management between releases for a large enterprise client.

### **Data Analyst**

Completed an extensive cross-organizational consumer data analysis and map, encompassing all owned businesses and divisions for a large media client resulting in a comprehensive central data flow diagram in Visio that showed the organization new opportunities for consolidation, new uses and integration in regards to all types of data stores including Hadoop, DMPs, 3rd party sources and traditional databases.

IBM GLOBAL BUSINESS SERVICES – Chicago, Illinois

2007-2010

*World's largest business and technology services provider.*

### **Project Manager, Software SME & Trainer**

Traveled extensively to direct Quality Management initiatives for Enterprise Software Deployment teams across North America. Orchestrated project management, testing, and reporting (business intelligence) for major software implementations. Teamed with a variety of subject matter experts to develop and deliver innovative training modules with particular focus on product traceability in line with government requirements.

- Accelerated successful site support disengagement 50% through strategic process development.
- Trained and presented to 500+ for Fortune 100 consumer goods company at all levels

### **INTERNSHIPS**

AT&T INTERACTIVE – San Francisco, California

Summer 2011

*Yellowpages.com a Subsidiary of AT&T, Inc. at the time.*

### **Business Intelligence Analyst**

Multifaceted and cross-functional internship liaising between business and technology to strategically optimize mobile, local, and social advertising enterprises for AT&T. Authored web-based documentation on company history and business progression. Played key role in vendor evaluations of BI dashboard tools.

- Designed and delivered training program to train more than 50 employees in business intelligence
- Lead a project to standardize KPIs in reporting
- Presented project results to senior leadership including CEO

ERNST & YOUNG LLP – Chicago, Illinois

Summer 2006

*One of the largest professional services networks in the world.*

### **Technology Risk Analyst**

Completed IT governance and audit engagements for major clients in Transportation and Finance markets. Tested technology controls to ensure accuracy of financial reporting.

NCR CORPORATION – Dayton, Ohio

Summer 2004 & Summer 2005

*Technology company specializing in kiosk products for the retail, financial, travel, healthcare, food service, entertainment, gaming, and public sector industries.*

### **Enterprise Resource Planning Web Designer**

Integral member of Resource Planning Group collaborating with global Subject Matter Experts to create comprehensive user training for global e-procurement system responsible for \$3B+ in spending.

- Reduced support overhead by promoting self-sufficiency through development of interactive web tool to resolve invoice issues.
- Created revamped procurement training for users coordinating with SMEs increasing efficiency and reach of small team

### **Education**

**M.B.A., Innovation & Strategic Management – University of Toronto – Toronto, ON (2012)**

**M.S., Information Systems – Indiana University – Bloomington, IN (2006)**

**B.S., General Business, Minor, Management Information Systems – Miami University – Oxford, OH (2005)**

Product Management - **General Assembly (2014)**

User Experience (UX) Design - **General Assembly (2017)**

RYT® 200 - **Yoga Alliance / The Craft (Bohemian Studios, Phinney Ridge) (2018)**

The Forum, Advanced Course, Communication: Access to Power - **Landmark Education**

### **Certifications**

**PMP (Project Management Professional)** - Project Management Institute 2013

**CSPO (Certified Scrum Product Owner)** - Scrum Alliance 2013

**CPM (Certified Product Manager)** – AIPMM 2014

### **Software**

Tableau

Advanced Microsoft Excel Modeling: Decision Trees, Option Analysis, Sensitivity Analysis, PivotTables

Adobe Analytics – Web Analytics. Business Intelligence Analytics using Business Objects, SAP, etc.

Adobe XD (Prototyping) - Sketch - (Wireframing) – Wordpress – some Adobe Creative Cloud

Confluence – Asana – Trello – Enterprise Resource Planning Software (SAP) – SQL