

## DIGITAL PROJECT MANAGER

For further assistance on setting up an interview please contact [Ashley@planet4it.com](mailto:Ashley@planet4it.com) today

### **PROFILE**

Senior Digital Project Manager with experience running e-commerce, digital marketing and web application projects. Extensive Agile experience, working on 15-20 projects at the same time and meeting goals.

- 6+ years experience in project management, eCommerce development, risk management, and data analysis.
- Expert in MS Applications including PowerPoint, Excel, Word & Access.
- Trained in Oracle, PeopleSoft, CRM, Salesforce, EPPM, Omniture analytics applications

### **EDUCATION**

2008

American InterContinental University, London, UK  
M.B.A., International Business & Marketing  
Coursework: Strategic Marketing, Managerial Marketing

2005

University of Maryland, Baltimore County  
B.A., Business Administration & Technology (Certificate program in MBA Prep Studies)

### **PROFESSIONAL EXPERIENCE**

September 2012  
To Present

Major Hotel Company  
PROJECT MANAGER, ECOMMERCE

eCommerce Product Development - DIGITAL Refresh Projects

- Manage implementation of marketing and branding related projects and products to Marriott.com and lead efforts for development of business requirements, business process redesign, measure project success, change management, communications, project reviews and user-acceptance testing through agile methodology.
- Led transition to Agile methodology to better enable the running of concurrent projects.
- Worked closely with User Experience team, design team, development team and senior management.
- Provide project management leadership capability for cross-discipline teams of 10-15 large, complex projects simultaneously that have significant impact on Marriott.com.
- Manage day to day development & maintenance of all financial budgets tracking (\$100-500K/annual) and project timelines in order to ensure all deliverables meet Marriott.com standards and enterprise-wide project management standards.
- Develop strong communication with product managers, business stakeholders, and creative team by managing expectations throughout overall project life cycle to demonstrate effectiveness and value of Product Development team for future business needs. Manage external vendors on a day-to-day basis and develop/approve engagements.