

IT Professional who started in tech support at Dell and served enterprises, nonprofits, and SMBs over a decade. **Highly adaptable Project Manager** with proven track record of initiating, planning, executing, controlling, and completing multiple projects within timelines and budgets. Scrum Master focused on team development to cultivate productive relationships across cross-functional teams. Effective in evaluating business requirements and delivering customer-centric solutions. Demonstrated expertise in development and implementation of workflows to continually improve processes and systems content management, user experience.

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| ▪ Agile Project Management | ▪ User Documentation & Training | ▪ User Experience |
| ▪ ITIL Service Management | ▪ Strategic Planning | ▪ Communications Management |
| ▪ Salesforce Planning | ▪ Servant Leadership | ▪ Workflow & Process Improvement |
| ▪ Website Development | ▪ Relationship Building | |
| ▪ Iterative Improvement | ▪ Team Development | |

Professional Experience

XploitDefense Program Director

1/2021 – Present

Defined the administrative framework, communications delivery, and business initiation deliverables through effective collaboration with founding members; managed projects for marketing materials for business development; created and posted social media messaging to showcase expertise and industry concerns.

- Managed email, Slack, Asana, onboarding, and technical support inquiries for users.
- Designed and built the website to align with industry standards and business objectives.
- Provided expert guidance for communications, marketing materials, and workflows.
- Cultivated a project management framework for collaboration in Asana.
- Applied best practices in cybersecurity and data privacy to our resources.

Swords to Plowshares, San Francisco, CA Systems Manager

4/2017 – 7/2020

Performed Salesforce administration and support while standardizing, deduplicating, and scrubbing legacy data. Developed new websites on WordPress, Drupal, and Webflow and migrated CMS content to the new sites and maintaining SEO and content standards. Continually improved the websites for performance, accessibility, security, and user experience. Led website and Salesforce projects with internal stakeholders and consultants. Established workflows and procedures to ensure governance for donor, gift, and grant records. Built document automation using Conga Composer for donation/grant acknowledgement. Created and automated reports for users and customized layout to improve ease of use and efficient data entry. Applied methodologies for consistent communications delivery with quality assurance.

- Designed and implemented features for e-commerce (donations), notification systems, and content pagination.
- Developed and employed Kanban boards on Trello and Planner to manage communications deliverables.
- Decreased donation acknowledgement process time by approximately 50%.
- Cleaned and categorized over 24K opportunity records to a new campaign model to track ROI.
- Deduplicated, merged, and migrated more than 12K contact records to the standard household model.

Swords to Plowshares, San Francisco, CA Senior Communications Specialist

2/2011 – 4/2017

Crafted, edited, and published content for blog and event posts, email blasts, social media, and event platforms. Created opportunity workflows to ensure functional efficiency. Provided key administrative support for numerous websites encompassing intranet sites for employees and board members. Organized content publishing across departments to ensure compliance with style guidelines and communication standards. Performed data entry and donor acknowledgement. Promoted fundraising, donor cultivation, and community engagement.

- Developed SEO standards for website content, resulting in 250% growth in pageviews and organic traffic.
- Effectively managed Salesforce, Google MyBusiness, Analytics, AdWords, and Webmaster accounts to capitalize on search results and clicks through target audiences.
- Provided training to empower fiscal, human resources, and executive staff members to create and share essential documentation for all employees and board members.

Fit.Bubble, San Francisco/Oakland Group Fitness Instructor

1/2017 – Present

Founded the fitness program to improve overall fitness of clients through outdoor group workouts and serve the community. Develop fitness regimens and lead sessions with exercises to boost strength, mobility, and stamina.

- Guide and monitor progress of clients through various exercises.
- Provide clients with all necessary feedback to aid in recovery and protect against injuries.

Education

Master of Science, Project and Systems Management Minor in IT Management

Golden Gate University, San Francisco, CA

Bachelor of Arts, Political Economy of Industrialized Societies

University of California, Berkeley

Licenses & Certifications

Certified Scrum Master ([Scrum Alliance, ID 322099](#)), 4/2014

Onnit Academy Foundations Trainer, 7/2018

Technical Skills

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| ▪ Salesforce Administration | ▪ Google Workspace | ▪ Microsoft 365 |
| ▪ Conga Composer | ▪ Google Analytics & Webmaster | ▪ Sharepoint |
| ▪ Apsara | ▪ DNS Zone Management | ▪ Wordpress Administration |

Military Experience

United States Army

Software Analyst/Programmer (74F)