**TereLyn E. Hepple, MS, PMP, SFC**

**Summary** *Leverage my eCommerce, eMarketing & eLearning experience in your PM, PO, or BA role*

**Toolset** Thought Leadership eCommerce/eMarketing Project Software Web/Design/Video/eLearning

competitor analysiscXML/SAP/ARIBA/IBX MS Excel/Word/Access HTML/CSS/jQuery/Bootstrap

process diagramming Authorize.Net or Sage MS PowerPoint/Visio Adobe Illustrator/Photoshop

data flow charting Salesforce CRM/Pardot MS IIS/SQL Server Adobe Premiere or Captivate

lifecycle/roadmap Pardot, MailChimp MS Project/Sharepoint Wordpress/Raven SEO

web blog, newsletter marketing automation Basecamp/Trello/Jira TechSmith SnagIt/Camtasia

social media Google Analytics/Adwords Workfront, VersionOne GoToWebinar, SABA LMS

**Strengths engaging** stakeholders, cross-functional teams, vendors, and tech partners in multiple industries

**streamlining** by proactively reducing risks, eliminating gaps, and maximizing competitive factors

**organizing** technical requirements and details into practical tests and specialized applications **individualization**, **analysis**, **initiative**, **strategy**, **alignment**, **positivity**, **tenacity**, **ideation**

**Highlights MS**, Computer Science & Cognitive Systems: Expert Systems, Java, Data Visualization, UX

**Certification** in **PMP**, Scrum, Hubspot Inbound, Google Digital Analytics, Product Management

**18 years managing projects** in eCommerce, eMarketing, and eLearning development & integration

**18 years analyzing and improving performance** data, workflow processes, and best practices

**8 years executing product management/business analysis** on Agile/Waterfall teams on SDLC

**Nov 2007 – Present**

**Freelance Consultant,** Contentgrrl

* For organizations with expertise who need to promote thought leadership, Contentgrrl generates results in content marketing, blogs/newsletters, web tutorials, training assessment/certification, and project management

**Apr 2014 –Dec 2016**

**Director, E-Commerce and Marketing,** Marfield Corporate Stationery, Dallas, [Marfield.com](http://www.marfield.com)

* Launched **market expansion** into promotional items, calendars, and greater selection of print treatments
* Launched 12 Web-to-print **B2B** **OSCommerce sites** with client-specific configurations, branding.
* Eased **PCI compliance** by leading upgrade of web server OS, security certificates and payment gateway, while maintaining existing integrations with data & email servers and 3rd party cXML, SAP ARIBA**,** IBX, etc.
* Led team analysis/selection of next-gen Web-to-Print **eCommerce, Payment Gateway, and IoT** software.
* Launched 7 **cross-media** campaigns with landing pages, email, print, social, video, PPC/remarketing.
* Brought **SEO** in-house to save $500/mo, remaining in top 1-3 SRP for core keywords.
* Grew mailing list 1200%, achieving 40% open rate and 20% click rate on selected campaigns.
* Doubled holiday season 2014 orders of business greeting cards, tripled in 2015 via cross-media.

**Jun 2002 – Sep 2013**

**Technical Analyst, eCommerce Content Developer,** ECi Software Solutions, Fort Worth, [ECiSolutions.com](http://www.ecisolutions.com)

* Supported flagship **agile scrum product management**—Distribution Data Management System cloud ERP, Private Supply Network, ECinteractive web storefront—analyzing audience segments, charting competitive feature matrix/roadmaps, mapping cXML integrations, **mediating user panels, user stories, UX mockups, test cases,** end-of-life transitions, **integrating 3rd party systems and mobile logistics**.
* **Launched new B2B web storefront** features that supported client dealers’ **omnichannel** **marketing**, including responsive redesign, and integration with suppliers, chat, mobile logistics and social media.
* Rollout of Saba Learning Management System cut **webcast** costs and accelerated client implementations.
* Established global enterprise marketing automation with **Marketo** then **Salesforce** **Pardot**, syncing SF query segments with data warehouse (service DB); **progressive profiling** and **omnichannel** campaigns led to +7% OR, +.5% CTR, -.33% opt-outs and 2X aftermarket opportunities in a quarter.
* 2+ monthly joint **press releases**/direct email on tech partnerships contributed to better net promoter score, channel partner development contracts in multiple industries, more new partners and transaction volumes.
* Led annual Year-End Accounting task force to update software UX, tax rules, wiki, staff & user channels, which contributed to dozens of aftermarket opportunities, and reduced support calls 32%.

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**TereLyn E. Hepple, MS, PMP, SFC**

**Nov 2007 – Present Project Manager, Senior Writer (Remote P/T),** MarketItWrite, New York, [MarketItWrite.com](http://MarketItWrite.com)

* Launched newsletter blog in **Wordpress** and composed monthly content and social media blurbs
* Launched **SharePoint** Wiki of B2B architectural services SOPs with Visio Process Swimlanes, Basecamp.

**Aug 2000 – Sep 2001 Project Manager,** Frontline Group Telecom, Dallas, now a [SkillSoft.com](http://skillsoft.com) company

* Managed consulting/design staff in developing **Sales Certification** curriculum for Global Crossing.
* Managed consulting/design staff in AT&T employee **task analysis, curriculum design**, and Web site.

**Feb 1997 – Aug 2000 Instructional Design Manager,** AT&TSBC Center for Learning, Dallas, [att.com](http://www.att.com)

* Launched project tracking database, tech 3D simulation, videoconferences, CBT, and ILT.
* Served on **Multi-Media Cross-Functional Team**, and on the Training Administration **Merger** Team.

**Nov 1994 – Sep 1996 Technical Writer,**  Creative Education Institute, Waco, [CEIlearning.com](http://www.ceilearning.com)

* Developed scripts, storyboards, test cases, training and marketing for **multimedia** learning systems.
* Launched Mathematical Learning Systems, maintained Essential Learning Systems and more.
* Recruited and managed 4 writers and editors, collaborating with artists and programmers.

**Aug 1989 – Feb 1995 Associate Editor, *Occupational Health & Safety* magazine** Stevens Publishing, Waco, [ohsonline.com](http://www.ohsonline.com)

* Launched sister magazine, Workplace Ergonomics magazine, contributing to design & content.
* Reported and edited monthly news, departments, surveys, and features. Presented at trade shows.
* Recruited, mentored, and managed editorial interns, freelance writers, artists, photographers.

**Master’s Computer Science and Cognitive Systems**, University of North Texas, 1998

**Bachelor’s Secondary Education/English/Journalism,** Baylor University, 1992

**Certified Project Management Professional (PMP)**

**Project Management Institute – Agile Certified Professional (PMI-ACP)** *– pending exam*

**Scrum Fundamentals Certified (SFC)**

**Product Management** Fundamentals

**Digital Analytics** Fundamentals

**Hubspot Inbound** Certified

**Pardot** Marketing Automation Best Practices

Webmaster’s Guild: **Database Design,** MySQL, JavaScript, ASP

**Reviews** TereLyn is an absolute joy to work with. She is **always up-beat** and **forever tenacious**. One of her greatest

strengths is keeping an **eye on the details** and **bottom line** without losing focus   
on the **big picture**. Her skills include these key areas:  
• **e-commerce software** development **project management** scoping and budgeting.  
• optimizing the **user experience**  
• e-commerce store catalog **implementations**  
• cXML **punchout integrations**  
• **web server** upgrade/migration  
• acuity with rebranding stylesheets in online proof approval systems while adhering to corporate, university, and agency **branding guidelines**

*- Rodney Lyons, Senior Software Developer, worked together at Marfield*

TereLyn is a **process improvement champion** with a strong grasp of **21st century marketing**. She knows how to leverage social media, **marketing automation** systems, customer databases, and **analytics tools** to deliver **maximum results** from minimum resources.

*- Jeremy Mason, Marketing Automation and Demand/Lead Generation QB, worked together at ECi*

TereLyn exemplified the ability to balance the **concerns of the project** as a whole (her project manager role) with the level of **sophistication** that the project required (the instructional designer role). She also was able to quickly yet thoroughly **profile the target audience** in order to produce a **targeted solution**.

*- Alan Whiteside, Retired Learning Executive, worked together at AT&T SBC and Frontline Group*

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