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Ms. Valarie M. Eilers-Masse   
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Dear Madam or Sir,

I am exploring opportunities within your organization. Please review my resume to find that I have many years of experience in the Software Product Development/Management realm. I feel confident with many facets of the technical and innovative world. My experience varies from interactive-product manager, product development, mobile app development lead, quality assurance lead, innovation driver, product research & development, and ROI extraordinary.

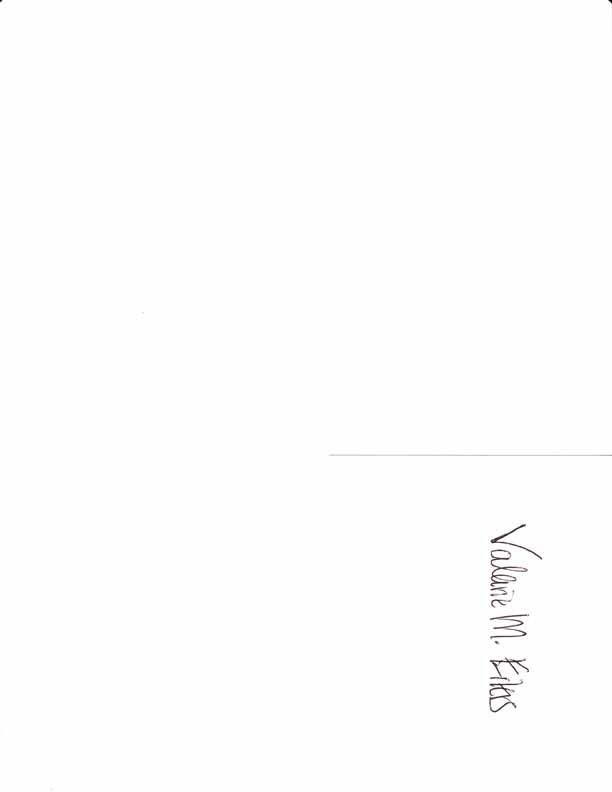
While being extremely self-motivated I learn new skills quickly. I am very enthusiastic, success driven and a team player. I have the unique ability to apply analytical and creative thinking to address any case, from a new direction to an unforeseen problem, and the passion for keeping quality in focus during all phases of execution. I am positive that I would be a tremendous asset to the Product Development Team(s).

I embrace the opportunity to exercise my managing skills. My prior experiences in combination with my tenure at Caesars Entertainment and Scientific Games LLC., and my overall business experience has lent its self nicely in implementing a very strong leader, and built various valuable multi-tasking skills. The experience has put me in a position of being very well rounded in all areas of expertise, and I know I would excel in a similar position   
within the organization.

I believe my experience as Development Lead /Product Manager, parallels in responsibilities needed within   
the product & leadership team(s).

Key experiences that are relevant to this position are:

* Liaison between the client(s), sales force, marketing vice president, CEO, design teams, web developers,   
  and production, to build & maintain relationships, increasing client’s satisfaction, improving the company’s   
  revenue (ROI).
* Detailed involvement and knowledge of every facet of the organization, and deeply evolved in each & every project, through all phases of execution.
* Knowledge of numerous software applications on a multiple of platforms.
* Mobile/Product Development, Website Development, UI/UX Design & Development, Front-end & Back-end Test Planning & Testing, Technical Requirements, Social Media, Consumer Networking, Target marketing, Special events, Public relations, Brand–building and awareness, and Corporate Entertainment.

I am certain that I have the level of experience and the drive to prove worthy of your consideration.   
Thank you in advance for your time. Please expect me to follow up in the near future.  
  
Graciously yours,

Ms. Valarie M. Eilers

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**Sr. Mobility Consultant / Product / Project / Process Management**

Over the last 16 years, I’ve built my career on one simple principle: "Stay passionate, while working smarter". I’m the person who looks for inefficient procedures, finds ways to streamline them, and consistently strives to boost the productivity of everyone around me. While maintaining the passion of innovation, and embracing moments of growth. It’s what’s earned & given me the drive to inspire others.

**Skilled Competencies**

Salesforce (CRM) Training - Trailhead / Business Administration / Lightening / CRM, October 2017

Leadership Program: "Leading in Times of Overwhelm", April 2017  
Women in Technology Leadership/ Summit/Training: Management/Relations, April 2017

Scrum Product Owner Certified (SPOC™) Training: ScrumStudy/VMEDU, October 2015  
Certified Scrum Master Training: Agile Infusion LLC, January 2012  
Certified Scrum Product Owner Training: Agile Infusion LLC, January 2012  
Project Management Professional, PMI- Project Management Institute, December 2011  
Bachelors of Science, Graphic Communications; Minor: Advertising/Fashion Merchandising.  
University of Iowa/Kirkwood Community College (EQ)

**Software Application Proficiencies**

Photoshop CS5.5/6; Illustrator CS5.5/6; In Design CS5.5/6; Dream Weaver CS5.5/6;Hadoop  
data & Location Services/GEO–Fencing; HTML5; JQuery; CSS3; Action Script3; XML; Adobe Omniture Digital   
Pulse/ Sitecatalyst; Adobe Social Analytics; DART; Visio/ MS Project; Merlin; Microsoft/Mac Office 2011;   
Project Path/Base Camp; Appian BPM/PM Tool; Rally; Outlook Windows/Virtual; Live/Meeting/GO to meeting/WebX; Interwoven (Teamsite)/Adobe CQ5;Quick Base/PM (Intuit);Parallels 4/Virtual; Wildfire/Social Application/ JIRA/HipChat/Confluence; Quality Center; Unity 5.3; Unity Reporting/Auditing & Training Program; VR (3D);Location Services(Pervasive WIFI);

**Key Accomplishments**

- Support and maintain a shared code-base that supports and drives over $278M in revenue for 7 large Casino Gaming Applications & over 5,000 Games (JackpotParty, HotShot, GoldFish, QuickHit, 88 Fortunes, Michael Jackson)

-Delivered over $30M of Mobile Application software design & development project(s) on-time/on-budget by leading cross-functional team and introducing project management best practices.  
-Led development & test teaming in driving the most cost-affective solution & initiatives that resulted in $21 million saved over three years through capital infusion and process automation.  
-Identified and utilized variety of learning materials, resources and technology methods [such as: Automated Testing, iOS8 App library, team learning] to support & improve the API environments

\* iOS & Android (18 Apps & enhancements), along with Caesars.com (mobile web site HTML5), which managed production through implementation of Adobe CQ CMS.

iOS & Android: iOS & Android: iOS & Android:   
Jackpot Party Casino PlaybyTR HGTV Folio   
HotShot Casino Caesars Palace Las Vegas HGTV Shelf   
Goldfish Casino HGTV Dream Home   
88 Fortunes Casino HGTV Watch  
QuickHit DIY Watch

**Professional Experience**

**CONSULTING TECH / DCR LAS VEGAS, NV March 2017– PRESENT**

**SR. Business Solutions Product Development (Digital Products)**• Proactively collaborate with business, product managers, program/project managers, and engineering teams  
• Establish overall strategy and processes for the technology platforms for the business/ development teams  
• Engage stakeholders to distill strategy into tangible requirements and product roadmaps; for software/hardware  
• Perform research into industry trends, requirements, and approaches to help ensure product strategies  
• Supporting and educating the Product Team(s), especially with respect to priorities, grooming and product backlog  
• Educate R&D teams about proper processes and approaches to take when developing solutions within Agile(CAM)   
• Participate in development and implementation projects in the role of; Scrum Master / Business Solutions Support  
• Develop a network of experts throughout the organization, industry and suppliers   
• Budget Reviews / Budget Tracking and Status via PMO / Budget management – Define and gain agreement on project budgets, ensure projects track to the budget

**SCIENTIFIC GAMES LLC .LAS VEGAS, NV/ Cedar Falls, IA February 2016– March 2017**

**SR. Producer, Mobile Applications & Product Development (iOS & Android)**• Single point of contact for Research & Development related to all Mobile Product Development   
throughout multiple locations:[Cedar Falls, Las Vegas, Austin, Chicago, Vancouver (Canada), Tel Aviv (Israel)

• Manage Pre-release & Post-release development support & focus UX/Customer experience

• Work closely with Business Intelligence to make decisions regarding areas of product usage & loyalty

• Producer of all shared tools, game libraries, shared art and shared code for all of Mobile/Social Interactive

• Manage the initial and ongoing development of detailed written games and technical specifications  
• Research new product and new market opportunities, helping to foster continued growth & strategy

• Review all the games with quality and consistency in mind and provide optimization/feedback  
• Responsible for mentorship, inspiration, evaluations, conflict resolution, recognition & maintain high energy   
• Create and maintain product/project schedules, milestones, benchmarks, and release expectations  
• Lead regular planning sessions with team members; identifying future enhanced features & optimizations  
• Develop strong working relationships with the principal business stakeholders and acquire an intimate knowledge of products, growth strategies, and competitive positioning

**CAESARS ENTERTAINMENT INC. LAS VEGAS, NV November 2013– February 2016**

**Development Lead, Mobile Applications & Product Development (iOS & Android)**• Single point of contact for all stakeholders for status related to all Mobile Product Development

• Manage and deliver all Mobile Design, Development, and Deployment activities across all properties

• Planning and road mapping of all Mobile Application Development for both iOS and Android

• Development Lead for all Locations based / Geo-fencing / Pervasive Wi-FI integration for iOS and Android

• Partner with vendors for Mobile and Social integration (Mass Relevance, Gigya, nGage Labs, Open Table)

• Delegate all development tasks and assigning specific roles/responsibilities among Development Team(s)

• Creating the workflow and detailed artifacts including, budget planning, and capacity planning

• Development Lead for all High Level and Mid-level project plans for all Design, and Development activities

• Test Lead for all Mobile Apps, manage and create all Test Plans, Test Cases, and Defect logs (JIRA)

• Identify and track project tasks, milestones, due dates, inter-dependencies, and resource requirements

• Scrum master for daily stand up session with development teams

• Removing barriers, resolving cross-product issues, and involving appropriate product resources

(e.g. Technical Lead, SAs, programmers) in order to meet project deadline

**TFI Consulting LLC, Knoxville, TN July 2012 – November 2013**

**Project Manager, Mobile (API) Product Development (HGTV & DIY Broadcasting)**• Lead project manager for HGTV & DIY mobile product development projects & All Mobile API for:  
Foodnetwork.com, Cooking Channel, Travel Channel, & Adobe CQ migration

• Oversee all project charters and processes for interdepartmental road-mapping & Mobile/API projects

• Experienced with broad, matrix-ed IT staff management, including management of consultants and vendors

• Understanding of the mobile landscape, including trends, platforms, app submission process etc.

• Facilitate prompt and appropriate resolution to project issues, dependencies and risks

• Strong communicator and critical thinker

• Partner with Product & Business owners to estimate technical requirements

• Scrum master for daily stand up session with development teams

• Strong time management and multitasking skills

• Ability to handle changes in Business Requirements and set priorities across multiple projects

• Instrumental business and negotiation skills to work with clients and business analysts to determine

features the project team will deliver, given constraints of staff, time, and quality

**CAESARS ENTERTAINMENT INC. LAS VEGAS, NV Aug 2006 – July 2012**

**Project Manager, Interactive/Web Design & Development**• Lead project manager for Internet-Operations department/Mobile Application

• Manage all Web design & development projects, including timelines, budgets, and project plans

• Lead project manager for all Mobile site design & development projects, including,

Branding re-skins, Mobile specs for all platforms, UI testing, timelines, budgets, and deployment plans

• Responsible for tracking and reporting of 250+ projects

• Facilitate prompt and appropriate resolution to project issues and risks

• Manage all application creative for social media including Facebook, Twitter, Instagram,

Pinterest, Eprize, Context Optional, Wildfire, Buddy Media & Site-Side-Online Promotions

• Monitor quality assurance for projects requiring tagging and tracking within Omniture/Dart

• Administer, plan & manage $15MM budget

• Oversee proposal submission process for interdepartmental web projects

• Evaluate projects, including content, assets, and wire-framing, mock-up-flow, prior to design & development

• Manage all internal and external online vendor communications and contracting

• Hire and manage consultants for design and development projects

\*References available upon request