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| Ronni Eloff  Eclectic Technology Leader / Marketing / Social Media | D/I Advocate  https://www.linkedin.com/in/ronnieloff/ | Sunnyvale, CA 94089  **career-gigs@foralliances.org** |
| EXPERIENCEWITI (Women in Technology Int’l.), Remote *Social Media Manager:* November 2014 – March 2016 *Exec Dir /Co-Founder WITI WINs:* March 2015 – June 2018 *Strategic Partnership Director:* March 2015 – June 2018 *Dir of Marketing & Social Media:* March 2016 – June 2018 Managed and expanded to over 80 social media properties with scheduled and non-scheduled relevant content (Facebook, LI, Twitter).  Increased Facebook Main Page, LinkedIn Group from likes 2k to 12k+, with a 30% increase each year since 2014.  Improved Twitter reach by 80%.  Increased community engagement and activity by 60%.  Created campaigns reaching over 20k average per post, for Summit and specialty events.  Increased revenue through targeted membership campaigns, virtual career campaigns and corporate engagement campaigns, as well as corporate/event sponsorship sales.  New Business development implementing leads tracking system to bring in 8 new Corporate and/or SUMMIT sponsors  WIN Event planning, speaker procurement, operations management including procuring corporation and or conference sponsorship for each event.  **EVENTS:**  Women in Semiconductor Inaugural Luncheon - SemiconWest 2015  Sports, Entertainment and Tech Symposium - bit.ly/WITIWIN0331  Women in Tech forum - SemiconWest 2016 - bit.ly/WITIWIN0713  Women in Health/Medical - http://bit.ly/WITIWIN0830  Women in AI/VR - AI World Conference 2016 - bit.ly/WITIWIN1108  Women in Green Energy/Automotive - bit.ly/WITIWIN0209 VampKittyDesigns, Sunnyvale — *Contractor*, *Consultant - Designer* 2000 – Present:  2018 Projects included:   * Assessment + Program recommendation for Diversity/Inclusion for large electronics firm * Board advisor for 2nd year Engineering Tech Conference * Social media & Speaker Curator for Simulation * Career/Life Coach – developed workshop for team building communication   Previous Years Projects included:   * Assessment with Recommendation of change of current QA processes for small CyberSecurity startup. * Assessment with Recommendation of change of QA test cases and bug base for Android Game. * Digital archiving of legal docs for Law Firm. * Researched business plan for Crafting Business specializing in historical craft preservation. * ELS Training course Marré * DHTML Editor (Testing and Release) * Performance Testing Client/Server Web application  Ariba, Sunnyvale *Software QA Manager – Upstream:* December 2009 - November 2010 *CSE Manager – Upstream:* December 2010 – April 2012 *CSE Senior Engineering Manager:* April 2012 - October 2013 Reduced triage to resolution time for all incoming bug reports by 30% by improving the Change Request Process for CSE team.  Developed with Support a reporting template to help improve the quality of bug reports into Engineering and to reduce by 30% the non-reproducible bugs reported by Customers.  Improved Service pack stability by load balancing critical bugs into smaller service packs.  Managed Escalation Process to reduce critical escalation activities by 75%.  Developed and provided metrics, analysis of trends of types of bugs, identifying potential customer issues before they escalated which decreased the number of 'hot customer' engagements by 40%.  Actively collaborated with large customers regarding their performance issues, complex initiatives that needed additional engineering perspective, solving big problems leading to higher customer satisfaction. Was a key member of a small team that helped facilitate a multi-million dollar renewal.  Improved quality of the service pack releases to 0 regressions and on time delivery.  Direct leadership and key strategic direction for a successful Automation Qualifications system process to drive to a ~99% pass rate.  10s2QA Captain – Exec tandem position – leading to the most successful release Ariba had known to that point in time.  Developed with team of 4 leaders the division CSE to remove rotation from method, define permanent headcount, create processes for flexible service packs and hot fix releases. CSE managed 10 engineers, two locations, delivering high quality service packs for the Cloud solution with strategic Hot fixes and customer features. Managed 11 QA engineers, 2 leads over two continents from start of the cycle to release from Manual execution to CR verification and regression work. | TECH SKILLS  * Quality Assurance and Test   + Case dev, Manual, Automation, Browser, Load, Performance, Regression   + Jira, Confluence * Product Use Case, User Studies * Product User Experience * Software Development   + Java/C++, C#, HTML, DHTML, JavaScript, Scripting, Xml, Sync * Web services Management   + Apache, Java, IIS * Database Structures and Query   + MySql, Oracle, Active Directory * Load Balancing * Debugging/Logging forensics   + Log4j, XML, Java Transaction Logs, Fiddler * Product Launch and rollout * Scrum Master * Project Management   + Trello, Asana, Slack, GoogleDrive, Project * Release Management * Eng Customer Support Liaison  BUSINESS SKILLS  * Sales Lead development   + Pipedrive * Presentations   + PowerPoint, Acrobat, Canva * Market Research, Market Analysis * Business Writing * Product Management * Social Media   + Twitter, Facebook, LinkedIn, Tumblr, Instagram, YouTube * Office Suite   + Excel, Word, Outlook * Event Management   + Conference Operations, Speaker/Panel Curating  LEADERSHIP SKILLS  * Coaching / Team Building * Direction and Decision making processes * Able to navigate uncharted areas and new terrain * Able to adapt to moving markets * Re-usability (repurposing existing knowledge and processes to shape new ones) * Flexible Time management against Priorities.  AWARDS **2018 Women in IT Awards USA Advocate of the Year**  **2007 Leadership Award - AOL** LANGUAGES English, Basic French |

(Previous year career history available upon request.)