ASHLEY STEPHENS

github.com/astephens-fsd   linkedin.com/in/ashley-lili-marie-stephens

2513 Sea Venture Dr, Las Vegas, NV 89128   📞 (702) 241 2559   ✉ astephens.pm@gmail.com

BACKGROUND SUMMARY

Solutions driven business and product manager, implementing progressive and forward-thinking Agile methodologies to lead teams to product development and deployment success. Armed with 4 years+ of experience across various industries (Finance, Media, Data Management, Digital Marketing and Information Technology). Earned broad-based background in all facets of project lifecycle development, from initial analysis and conceptual design, through implementation, quality review, and enhancement to optimize operational efficiencies as well as improve business and operations. Adept at developing plans, establishing meaningful management, resulting in fulfilment of organization and project requirements and specifications. Skilled at resolving and identifying requirements to improve efficiency, productivity, and business processes toward successful attainment of organizational goals. Seeking to leverage background and experience to take next career step by recruiting with a highly respected organization focused on creating strong internal teams and developing my technical and programming knowledge.

AREA OF EXPERTISE

- Front End Web Developments
- Marketing Strategies
- Project Management
- Agile Scrum Master Methodologies

- Risk Management
- Data Management
- Technical Documentation
- Quality Control

- Product Management
- Business Development
- Requirement Gathering and Analysis
- Budget Management

CORE COMPETENCIES

- **Leadership:** Extensive experience of the management of teams to add business growth. Highly skilled at creating a leadership pull and developing a story that people will engage with and work towards. Adept at coaching, motivating, and developing team members.
- Account Management: Provided all aspects of client services – Responsible for developing and cultivating new client relationships. Engaging with clients developing ongoing relationships. Maintaining sales pipeline activities. Experience in creating accurate proposals creation and resource planning.
- Business strategist; plan and manage multimillion-pounds projects aligning business goals with technology solutions to drive process improvements, competitive advantage and bottom-line gains.
- Solid understanding of the implications of new information for both current and future problem-solving and decision-making.
- Expert in agile and waterfall project management methodologies. Known for ability to produce high-quality deliverables that meet or exceed timeline and budgetary targets.
- Ability to communicate effectively to clarify complex data and sensitive information.
- Thorough understanding of the importance of accurate, detailed reports and plans, with a strong working knowledge of data management.
- Strong motivator/team player with effective and excellent planning, organizational, and negotiation strengths as well as the ability to lead, reach consensus, establish goals, and attain results.
- Committed to professional development, willing and able to complete special projects as required.
- **Skills and tools :** SEM/SEO Product Roadmaps UI/UX Design (Adobe) Wireframing Analysis / SQL Marketing HTML / CSS / Javascript API Development SEO Jira, Monday, AHA

PROFESSIONAL EXPERIENCE

Imago Tech Labs - Technical Founder and Consultant July 2019 - present http://imagotechlabs.com/

- Provide customers and subcontractors with technology and information that ensure effective and economical support for products, services, equipment and systems. Analyze customer specifications, contractual commitments, and other information to identify/document maintenance support requirements
- Conduct UAT with the cross-functional business teams to ensure the system was aligned with the vision of the business teams.
- Advise product owners, scrum masters and teams to improve their ability to create good product backlogs.
- Analyze the business, understand region specific industry needs, and enhanced product vision to meet such needs and grow business.
- Act as a liaison between the technical team, QA and business during the coding and testing phase to ensure eventual acceptance of website, web applications, marketing or reports.
- Marketing strategy management, execution and analytics

Computerized Business Solutions (CBS Global) - 2011 - 2015 and 2017 - 2021 https://www.cbsokc.com/pages/inicio.aspx

- Data Management and Market Segmentation

- Assisted in CyberSecurity and compliance server management of new instances

ProcessMaker - Product Manager 2018-2019 https://www.processmaker.com/

- Managed an open source, BPMN 2.0 workflow management SaaS transitioning to cloud microservice for enterprise and developer user base.
- Provided executives with analytics and decision-support tools used as the basis for reorganization, consolidation and relocation strategies.
- Performed detailed test plans, test scripts, and test cases were designed in accordance with business functional requirements and technical designs as defined via an agile method (storyboards, modeling, team design sessions, etc).
- Reviewed functional requirement and use case document to understand the business logic, application requirement and technical aspects of the system.
- Partnered with developers to automate manual processes, saving time and money while decreasing errors.
- Collaborated with stakeholder groups across the organization to ensure business and technology alignment. Proposed solutions meeting defined specifications and needs.
- Translated features into technical PRD's and user stories within the team's backlog for 2 products simultaneously, established acceptance criteria, wireframing, conducted client interviews, demos, and trial AWS instance deployments.
- Traveled between International locations Bolivia, Colombia, Paris to manage 180+ engineer team.

NeONBRAND / Work In Progress - PM/Scrum Master 2017-2018 https://neonbrand.com/

- Applied Agile/Scrum methods to promote a disciplined and transparent project management process within Agency Team structure.
- Coordinated efforts of an 8-person team in Mobile application, Website development and design, Marketing campaigns, Brand identity and Content creation projects.
- Monitored and controlled project work by tracking, reviewing, and regulating project progress to meet performance objectives, as well as measured, forecasted, and reported status to sponsors, stakeholders, senior leadership, and partners with regard to cost, scope, schedule, resources, quality, and risk.
- Conducted data mining, data modeling, statistical analysis, business intelligence gathering, trending and benchmarking. Data analytics supports decisions for high-priority, enterprise initiatives involving IT/product development, customer service improvement, organizational realignment and process reengineering.
- Documented, coached, and elicited business requirements from subject matter experts by writing user stories resulting in a clearer, more detailed and more complete understanding of project deliverables.
- Utilized strong analytical and research techniques to identify gaps and inconsistencies within current measurement tools, allowing development of improved and cost-effective business models
- Collaborated with stakeholder groups across the organization to ensure business and technology alignment. Propose solutions meeting defined specifications and needs.
- Effectively negotiated 2 week print goals with the team, which resulted in improvement of team velocity by 35% and deliver 93% according to roadmaps.

SELECTED PROJECTS

People of Product (peopleofproduct.org)
A product collective to bring awareness and support on topics for Product Owner / Product Management roles in Las Vegas.

Future Techies Academy (futecha.org)
In Person and Online program teaching K-8 students tech, coding and design concepts. I have developed my own LMS for private tutoring. Collaborate with GS First, Scratch Jr, and Adobe Ed Tech.

EDUCATION

BACHELORS | INTERNATIONAL BUSINESS.
UNLV. Las Vegas, Nevada | 2015 – present
Pharmacy Tech
PIMA Medical Institute, San Diego, CA | 2011-2013
Associates | Science
San Diego Mesa College, San Diego, CA | 2009-2011
Certifications
Agile Scrum Master EXIN Simplilearn - Online 2018
CSPO Scrum Alliance 2017

Full Stack Developer (React / Reactive Native)
BloomTech (Lambda School) | July 2021 - December 2021

Front-End Developer (HTML, CSS, JavaScript)
Galvanize (Hack Reactor) | Nov 2020 - April 2021