
KATE O'NEIL

425-749-8818 — KATESAWESOMELIFE@GMAIL.COM -- SEATTLE, WA

[HTTPS://WWW.LINKEDIN.COM/IN/KATEONEILCONSULTING/](https://www.linkedin.com/in/kateoneilconsulting/)

- Adaptable, empathetic, and insightful leader
 - Certified Scrum Product Owner — Adept at Agile and Waterfall methodologies
 - “Critical to business success” and “trusted adviser” – Microsoft client
 - Superior communication (published author) and people skills (“the best PM I’ve ever had”); Servant Leader; Owner mentality
 - Fluent in full-cycle development; cross-functional team management, dispersed teams
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PROFESSIONAL EXPERIENCE

HTC Global Inc., Kirkland, WA

Sr. Technical Program Manager, Microsoft account delivery owner and practice lead May 2019 - Nov 2024

- Change management and process improvement gained efficiencies which increased velocity by 60%
- Managed large-scale automated marketing program that helped grow Microsoft Philanthropy TSI business 25% YOY
- Executive communications that influenced 10+ stakeholders
- Program excellence principles brought in client referrals
- Led offshore and onshore teams: dev, UX designers, researchers, and PMs; managed delivery

AIM Consulting, Redmond, WA

Sr. Project Manager, Business Analyst - Digital Innovation group - BEC October 2020 - December 2023

- Thought leadership for a team of: UX researchers, designers, and content strategist which improved BECU’s digital onboarding process by 30%
- Influenced digital transformation and security strategies and best practices
- Key player in implementing Virtual Assistant (AI) bot integration; supported biometric security efforts

projekt202, Seattle, WA

Sr. Program Manager - short-term hire March 2018–Oct. 2018

- Architected and executed on complex, international, ethnographic, content strategy, and UX research projects for telecom and media companies’ digital transformation which uncovered over \$5m in opportunities for the clients
- Lauded by GM for PM excellence and program success

Microsoft C&E, Redmond, WA

Sr. Program Manager - short-term contract January 2016–July 2016

- Localization program management for global paid media (26 markets)
- Executive communications which influenced senior leadership
- Playbook librarian

KO Consulting, Seattle, WA

Principal: Digital Strategy and Execution May 2014–December 2017

- Market research saved client \$1.5m and changed GTM strategy direction
- Expanded clients’ social reach, brand exposure, and increased sales
- Digital strategy, UX, UI, Wireframing, User flows, SEO, Roadmaps, Research, Branding, Process improvement, Program development, Integrated marketing campaigns
- Blockchain ICO research and product alignment
- Video (YouTube) SEO and editing: training videos, demos, brand videos

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T-Mobile, Bellevue, WA

Sr. Product Manager

Sept. 2010–April 2014

Web Strategy & eCommerce

- Saved client \$1.5m by influencing GTM strategy direction
- JD Powers score was elevated due to the Online Chat program I implemented
- eSignature UI architecture provided 25% higher sales for mobile purchases
- BA and PO for scrum team (agile); Product Manager (waterfall) for multi-million dollar Enterprise initiatives

Puget Sound Energy, Bellevue, WA

Information Architect; Content Strategist; Team Lead - short-term contract

May – Sept. 2010

- Taxonomy and IA scored 83.96 on the System Usability Scale
- Content strategy and platform migration PSE.com

Draft FCB, Seattle, WA

Executive Producer - Interactive

Jan. 2008-Nov. 2009

- Realized 89% increase in redemptions over previous HP/Dreamworks promotion/campaigns
- Integrated marketing campaign production and strategy
- Built PMO
- Award winning products - 3 major promotions nominated for Addy and Circle Awards
- Change management and process improvement increased quality and velocity

Perfect Pixels Media Group, Seattle, WA

Sr. Project Manager - Interactive

2007-2008

- Wrote successful proposals for such logos as: Microsoft, Motorola, All Recipes, Classmates.com, Live Mobile
- New project development: requirements, research, document, risk and gap analysis, workflows, roadmaps, user advocate
- Processes, protocols, and document creation; risk analysis; client management

EDUCATION AND CERTIFICATION

BACHELOR OF BUSINESS ▪ UNIVERSITY OF PHOENIX, SEATTLE, WA
 ARCHITECTURE ▪ UNIVERSITY OF CALIFORNIA, BERKELEY, CA
 SCRUM CERTIFICATION, PRODUCT OWNER ▪ SOLUTIONSIQ, BELLEVUE, WA
 TECHNICAL WRITING CERTIFICATE ▪ BELLEVUE COLLEGE, BELLEVUE, WA
 AMPLIFY YOUR CRITICAL THINKING WITH GENERATIVE AI CERTIFICATE ▪ LINKEDIN
 AI IN PROJECT MANAGEMENT CERTIFICATE ▪ LINKEDIN

TEACHING

CONTENT STRATEGY MASTER CLASS ▪ UNIVERSITY OF WASHINGTON 'S MASTERS OF COMMUNICATION IN DIGITAL MEDIA, SEATTLE, WA 2011