MICHELLE ADAMS

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Dear Mr. Sherry,

I'm writing to you regarding the website project manager position listed on Startupbend.com.

As a project manager and business analyst, I thrive on finding new solutions, researching industry trends and understanding business users.   This position fits my goals of utilizing years of software development to help small business owners weed through the fast pace changes in web technology. I'm following new trends by attending local networking groups, conferences training.

I spent a few hours evaluating netknots.com. I immediately listed a number of global suggestions to improve asset growth, site usability and rankings. A few of the items I noted are:

- On April 29th, Google released a new algorithm to rank Mobile and desktop sites differently. Mobile search cannot be ignored and your website assets need to be mobile responsive. Looking at the public information on alexa.com, your search volume began a decline around May 2015.

- Back links are decreasing in importance and web popularity is a growing ranking component. Leverage what you have today with the knot widget with building a social media presences and integrating the 'knot of the day' information to daily social media posts.

- A significant asset for J E Sherry Company, Inc is your customer list. The newsletter location sign up is difficult to find and doesn't encourage signups.

- Improve usability with hyperlinks and layouts of the knot descriptions, details and card merchandise. On your home page, I expected each knot name to hyperlink to the detail page.

- Reconsider and review business case for banner ads. These ads distract from the great content on netknot.com. On my laptop, I missed the detail directions, video and animated knot-tying image on my first site review.

As a business owner, you know your business inside and out and need to stay focus on building your business. You need the correct people to carry out your vision. I will work with you to fully understand needs, strategy and goals and communicate this to a developer correctly. I am able to work at a rate without benefits at $56/hr-W2 or $61/hr-1099. Please see the next page for a list of professional references.

I look forward to meeting with you to discus further your needs, vision and goals for the netknots.com upgrade and future design changes. I am happy to meet with you to review netknots.com to provide additional site feedback as well.

Sincerely

Michelle Adams

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Below are three references from past long-term assignments.

Suzanne O'Connor
Manager at Fidelity Investments.
Email: Suzanne.oconnor@fmr.com
Phone: 401-292-3888

Brad Goodman
Manager at Spire Inc.
Email: brad.goodman@spire.net
Phone: 781-883-6926

Vessela Neytcheva
Manager at Pointright Inc
Email: vneytcheva@hotmail.com
Phone: 781-413-6644

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SUMMARY:

- 15 years of freelance project management and business analysis consulting in several industry verticals. (Health care, financial services, commercial banking, telecommunications, energy, retail and transportation)
- Passionate about the correct software design from a user and development perspective. Go beyond job requirements with trend research, new ideas and addressing design concerns.
- Thrive in fast pace and ambiguous environments.
- Exceptional client relationship skills with business and technology project partners. Bridge the communication gap and collaborate to solve complex business issues.
- Able to dig deep into details with data analysis, screen design and system flows while keeping overall big picture of business needs, time frames and resource limitations.
- Problem solver with alternate solutions when resource constraints fall short on deliverables.

SKILLS:

Process improvement	Communication improvements	User requirements	Website testing
Workflow analysis	Technical requirements	Functional testing	Data flow diagrams
Keyword analysis	Google analytics	Lightroom (Image editing)	Wordpress
Visio	Project management	GAP analysis	Data analysis

EXPERIENCE:

11/13 – 7/15 **International travel, photographer and website creator**
- Expanded cultural views, problem solving experience and communication skills through independent travel in 16 countries in 18 months. Self managed all details with limited tourist infrastructure.
- Developer, content creator, image editor, SEO analytics and key word research for travel photography web site, www.soloworldtravels.com.

8/13 – 10/13 **Spire LLC** (direct client). Boston, MA
Spire LLC is a local print and direct mail company.
Project Manager
- Print production support and liaison between development, print shop and external client for 2014 annual enrollment guide for over 1 million employees.
- Fast pace environment with last minute requirement clarifications and programming changes.
- Returned second year after successful project completion in 2012.

2/13 – 6/13 **UMass Medical School (through Overture Partners, LLC).** Charlestown, MA
Senior Business Systems Analyst
- Agile project to automate manual tracking of Medicare fraud caseload.
- Led brainstorming design sessions with developers to draft business proposals for business stakeholders. Uncovered earlier design issues and recommended solutions to create the correct system design.
- Designed requirements, screen flows, screen layouts in three-week development cycles.

8/12 – 11/12 **Spire LLC (through Winter Wyman).** Boston, MA
Spire LLC is a local print and direct mail company.
Project Manager
- Requirement analysis, documentation, and quality assurance for a personalized 2013 annual enrollment benefits guide for a fortune 500 client in an Agile development approach.
- Over one million guides printed with more than 500 rules for employee personalization.
- Printing production support and liaison between departments. Clarified ambiguity real time to eliminate printing and mailing delays.
- Quality assurance of enrollment mailing for content and quality.

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1/12 – 6/12   <u>**Les Schwab**</u> **(through Data Resource Group LLC).** Bend, OR
Sr. Business Systems Analyst
- Created detail report design requirements and performed business analysis for an 80 to 100-report backlog.
- Collaborated with users in onsite in the headquarters and remotely from the tire centers.
- Eliminated the backlog with in 4 months

12/08 – 1/12   <u>**PointRight, Inc.**</u> **(through Eliassen Group).** Lexington, MA
PointRight is a data analytic company specializing in providing solutions to the long-term care industry. Products and data analytics are driven from client data submission of the Minimum Data Set (MDS) form. The long-term care industry underwent a mandatory conversion on October 1 2010 by the Center of Medicare and Medicaid Services (CMS) to MDS 3.0. To support this initiative, provided impact analysis, requirement clarification, detail functional requirement and screen design for current and proposed products.

Sr. Business Systems Analyst (11/11 – 1/12)

Sr. Data Analyst (3/11 – 9/11)
- Performed queries and data extracts for data analysis.
- Documented data elements, tables in production systems and SAS research extracts
- Worked closely with data warehouse engineer and business users (research team, account managers, clinicians) to define requirements and data extracts for a data warehouse to replace a manual reporting process.
- Built data dictionary in Access start documenting the database.

Sr. Business Systems Analyst (12/08 – 12/10)
- Led the analysis and design for assigned products for two major migrations, MDS 3.0 and a rewrite of the original system in advance of MDS 3.0.
- Reverse engineered requirements from the code, reports, screen layouts and internal interviewing sessions to determine the functionality for the system rewrite.
- Managed product requirement analysis in an environment with vague and incomplete governmental rules for Medicare/Medicaid changes.
- Led and facilitated the analysis with internal clinical staff for user interface design, business requirements and functional specifications for new products and upgrades of existing products.
- Developed wireframes and UI design with Microsoft Visio and Publisher.
- Participated in early prototype usability studies for new product development.
- Participated in the daily SCRUM meetings to address questions and requirement clarifications.
- Collaborated with internal clinical staff to define reporting, data presentation, and clinical analytic rules for PointRight's Data Integrity Product. Developed an Access database solution for the clinical team to manage the business rules that drive the Data Integrity Product.
- Facilitated requirement analysis and documented decisions between clinical staff, technology and internal research groups for algorithms, user interface and process flows.
- Provided User acceptance test cases and led the testing initiatives.

9/08 - 11/08   <u>**EnerNoc Inc**</u> **(direct client).** Boston, MA
Sr. Business Systems Analyst
EnerNoc is a demand response company providing solutions to utilities and grid operators to manage the supply/demand of energy. The company required a short-term analysis project to gather high-level requirements to evaluate vendors for an Enterprise Resource Planning (ERP) system. Within two months, analyzed five major functionalities. interviewed key stakeholders and determined the criteria for the request for proposal (RFP).
- Concentrated on business rules and requirements for energy trading, billing, energy vendor payments and asset tracking and energy efficiency.
- Performed high level vendor analysis and initial industry research for potential solutions.
- Documented complex processes and workflows across the divisions of interest to summarize the scope of the ERP project.
- Presented ERP proposal and internal system work flow analysis to senior management.

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2007 – 2008   <u>**VeriSign Inc**</u> (**through CoreTechs Inc).** Watertown, MA
Sr. Business Systems Analyst
VeriSign's Mobile phone aggregator's division required product management for their deactivation process. Process was error prone and critical; as this bridged the communication between phone carriers and premium cell phone content providers instructions to stop content subscriptions when a cell phone user deactivated their phone subscriptions with a carrier. Content providers are required to stop all content subscriptions when a cell phone subscriber cancels their phone subscription to avoid pushing content and inaccurate billing when the phone number is recycled. Incompliance has lead to a number of class-action suits and fines.
- Created missing system documentation, data flow and system flow charts for the deactivation process through internal interviews with product staff, development team and reviewing system code.
- Created product requirements and documented future enhancements from scratch.
- Gathered and prioritized for future releases requirements from product management, engineering, project management, and customer support and client services.
- Implemented project management tools. Improved cross company communications and understanding of project scoping and project phasing.

2003 – 2007   <u>**Fidelity Investments**</u> **(through Veritude Inc.)** Boston, MA
Fidelity E-Business (FEB) (2005 – 2007)
Project Manager/Business Systems Analyst
- Project manager, managing a portfolio of projects for Fidelity's web analytic department with durations of one to twelve months.
- Led the planning, requirement analysis, scoping and client relations for a diverse range of projects. This department collected and managed the daily web logs for all of Fidelity's web based applications, including Fidelity.com. Data marts, feeds and reports are created with this information either daily, weekly or monthly for cross-company reporting needs.
- Every request was a new reporting requirement. Starting with a blank template, created functional reporting requirements documents and specifications for analytic reporting for Brokerage's new account opening web flow.
- Required in-depth analysis of business needs and web data collections.
- Created and managed multiple projects to create web traffic data feeds for a customer data reporting data warehouse.
- Managed web analytic component for a multi-million dollar fraud detection and data-cleaning project.
- Developed and implemented standards and project management process improvements to increase departmental efficiencies.

Fidelity Management & Research Company (2004 – 2005)
- Project assignment to create new workflows and system design to manage the Securities and Exchange Commission's (SEC) mandated reporting for portfolio manager's compensation.
- Data mined through data warehouse to analyze available data for reporting.
- Created new reporting queries to create a data subset.
- Developed a temporary process while writing the requirements for a fully automated system solution.
- Trained reporting staff on temporary process, includes access data queries, reporting and Excel forms.

Fidelity Employer Services Company (2003 – 2004)
- Led the internal customization requirement analysis, acceptance testing, and business support for Kintana Time Tracking System.
- User acceptance tested customized code for Kintana software updates.
- Provided business user support for system training and internal policies for project definition and financial system mapping.
- Created management reports for time reporting compliance.

EDUCATION:

<u>**Bentley College**</u>, Waltham, MA
MBA, Electronic Business

<u>**Northeastern University**</u>, Boston, MA
B.S. Business Administration, Finance and Management Information Systems