

Jennifer Paul
Program Manager/ Project Director
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Skills/Experience

- I am a flexible, seasoned Remote Program Manager/ Director with over 18 years of experience leading diverse, cross-functional project teams on complex digital marketing initiatives.
- Managed and launched robust customer support programs for multiple companies.
- Experienced remote worker, highly skilled at managing geographically dispersed teams (North America, Central America, Iceland, West and Eastern Europe, and India).
- Comfortable managing highly technical projects with both Waterfall and Agile methodologies.
- Oversight of combined project budgets of 3+ million and project teams with 15+ resources.
- Experience leading production departments and teams of project managers, developers, designers and quality assurance teams.
- Highly developed communication, relationship management, leadership, and negotiation skills.
- Skilled with pitch management, proposal creation, team motivation and development, training program design and delivery.

Work Experience:

01/2019- present

Kaptio

Senior Program Manager (Contract)

- Launched a customer support process within the company.
- Developed all process, implemented JIRA help desk / customer portal for intake of tickets: questions, incidents, service requests, and ideas.
- Staffed, trained and managed help desk specialists across multiple time zones and countries (Belarus, Romania, Saint John NB).
- Serviced customers in Iceland, South Africa, and multiple North American time zones.
- Developed training materials (both internal and customer facing) and trained all customers on the new process.
- Monitoring of all tickets and acted as an escalation point.
- Development of weekend on call process and procedures and training of staff.
- Reporting on service level objectives and team utilization.
- Led process development and training across the organization.
- Managed day to day relationship of Kaptio's two biggest customers: Rocky Mountaineer and Iceland Travel.

01/2007-present **Freelance Project Manager**

Managed digital projects for a variety of clients in Canada and the US. Clients included:

- John St- set up a support team for the Mitsubishi Canada account, utilizing a ticketed system. Managed a senior remote team on maintenance tasks while managing a monthly retainer budget. March 2018- present.
- Moneris- helped to build an internal ticketing system to manage internal requests across departments. Managed the launch of Offlinx in Canada (a multi-touch attribution analytics tool)
- Idea Rebel- (Roots, Van Houtte)
- GRIP- (Acura, Honda, Expedia, Pizza Hut, Taco Bell, KFC, J&J, Benson & Hedges, Allergan, Dare, Labatt)
- Brightworks- (RBC, Bayer, J&J)
- LG2- (Nike)
- Citizen Relations- (Nymi, Quaker)
- Taxi- (KPMG, Boston Pizza, CLC, Capital One, Telus, Rail Europe, Mini, Canadian Tire, Johnson & Johnson, Bombardier, Kraft, Burger King)
- Havas Worldwide- (new business proposal development)
- MacLaren McCann- (WIND Mobile, MasterCard, Kraft)
- Critical Mass- (Scotiabank, Nissan, American Automobile Association, United Healthcare, Theodore Alexander)
- Henderson Bas- (Coca-Cola, Nestlé, Joe Fresh, Maple Leaf Foods, LG Electronics)

10/2014- present **Bandada**
Partner, Production

In addition to my freelance work, I am a partner at Bandada Ltd, a company offering senior freelance teams to both agencies and direct to client.

- Assembled freelance project teams based on the unique requirements of each project and managed projects from initiation to launch.
- Projects included conceptual design, UX, website builds, and digital production, video production, and printed materials (brochures, DM)
- Clients include: Palette Life Sciences (Deflux, Solesta), Kumon, Agri-Neo, Outcrop Yukon (NWT Tourism), Sunnybrook Foundation, MaRS Discovery District, Seekaboo (Real Estate App), Anomaly (Budweiser), DDB (McDonald's, VW), Extreme Group (Nova Scotia Tourism), Gravity (Coca-Cola, Corby Spirit & Wine), Real Interactive (Schick Hydro), Traffik Group (Cadillac Fairview). Urban Transit (Vail Resorts).

2006-2007 **MacLaren McCann**
Resource Manager

- Assist in the general management and operation of the agency.

- Act as the authority on overall progress and status of projects across the entire shop.
- Maintain a view of forecasted projects and workload and manage the impact of forecasted projects on agency operations.

2004-2006

Trapeze Media

Senior Project Manager

- Distilled requirements into project plans, which incorporated scope, budget and schedule, for clients such as Procter & Gamble, Disney, Sesame Street, Croplife, Newline and Lion's Gate.
- Managed individual project budgets of \$500,000+ USD, and project teams of 10-15 resources plus contractors.

2002-2004

Blast Radius

Resource Manager

- Managed the weekly staff assignment process for all Toronto production employees (70+ employees), leveled workloads, and handled re-assignments.
- Responded to daily resource requests and changing timelines as they arose by assessing staff availability and assigning staff quickly and efficiently.
- Maximized chargeability of all production employees, reduced resource shuffling/ use of contract employees.

2000-2002

Ford Motor Company of Canada

Project Manager

- Managed the development of Ford's youth oriented online marketing initiatives.
- Developed and managed marketing strategies and plans.
- Managed marketing budgets for various initiatives.

Education

- **University of Waterloo**- B.A. English Literature
- **Ryerson University**- Project Management- Planning and Scheduling

Volunteer Work:

- Extensive volunteer experience both internationally and locally.
- International community work - Uganda and Tanzania- focusing on women's issues, health and sanitization and HIV awareness /education.

Testimonials:

“Jen is the most talented and valuable person I have ever worked with. She knows how to mitigate risk, manage people, motivate teams, solve problems at all levels of her projects and speaks the various languages needed to get teams united. She sees the paths to improvement as well as the paths to failure and leads any task she works on to its greatest potential. The best part is that you never feel like you are working when you are working with Jen. She brings a great energy to her work making her one of my favourite people to work with. I can't wait to work with her again.” – Patrick Jordan, Senior Developer, MacLaren McCann

“I've had the pleasure of working with Jen several times. The last project was the redesign of the Sunnybrook Foundation site. Her experience, skills and leadership help create a fantastic atmosphere for everybody involved. Jen is constantly working to elevate the final product, asking the right questions, empowering her team members and going above & beyond to remove roadblocks and get answers so other team members can focus on their craft. Jen, you never cease to amaze me and I'd absolutely love to work with you another 1000 times in the future.” – Cami Uchoa, Senior Freelance UX/ IA

“It didn't surprise me that Jen resource managed 75+ creative and production people every week. Right from the first day, her dramatic impact on deadlines, job satisfaction and quality in the end product didn't even surprise me. It also didn't surprise me how often she was the last to know about issues and first to provide solutions. That was her job. What is surprising is that she did it with a smile. She leads by empathy and understanding, not by push and shove. That's a refreshing approach in an agency, and one that makes me recommend her without reservation. Key words: warm, personable, effective.” -- Collin Douma, Creative Director, MacLaren McCann

“Jen is the kind of person that would succeed at anything she tries her hand at. Her professionalism, organizational skills coupled with her high tolerance for stress are just some of the attributes Jen brought to MacLaren MRM. She is truly a people person, a great listener as well as being amazing at what she does. Her warmth, empathy and smile have been missed and any company would be lucky to have Jen working for them.” – Matthew May, Senior Art Director, MacLaren McCann

(More references and endorsements available on LinkedIn:
<http://ca.linkedin.com/in/jenniferlpaul>)