**Susan Mahdaly**

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**PROFILE SUMMARY**

Highly experienced Project Manager having worked with stakeholders, teams, and 3rd party suppliers locally as well as globally. Immediately available and keen to leverage proven project management skills after a period of personal leave.

Self-motivated, analytical, and inquisitive by nature, with great attention to detail and a sense of urgency to complete work on a qualitative basis.

**CORE SKILLS**

* Organisation
* Communication
* Problem Solving
* Relationship Building
* Prioritisation
* Stakeholder Management

**PROFESSIONAL EXPERIENCE**

Personal Development & Life Coaching, London, UK

**LIFE COACH & MIND-BODY PRACTITIONER** (self-employed), Nov 2022 – Dec 2024

*Established and operated an independent life coaching practice, facilitating holistic personal development and client empowerment.*

* Embarked on a period of personal development, becoming a Reiki Practitioner, then a certified Holistic Life Coach and Mind-Body Practitioner.
* Built a life coaching business, including website and email marketing system, and maintained a consistent online presence through active social media content creation.
* Gained experience in client relationship management, marketing, and business operations.

Dr. Martens, London, UK

**IT PROJECT MANAGER** (permanent), Sep 2020 – Oct 2022

**IT PROJECT MANAGER** (contract), Dec 2019 – Sep 2020

*Managed IT Supply Chain projects requiring changes in Middleware & Microsoft Dynamics 365 applications, as part of an IT transformation overhaul.*

* Worked with UK and US technical & operational teams to deliver projects from start-up through to closure.
* Took ownership of some feasibility studies (pre-project) from the Programme Manager.
* Favourite Achievement: Completed two projects, which were identified as dependencies for the opening of a secondary distribution centre in the US. One project entailed the ability to replenish US stores from multiple US distribution centres; the other project’s objective was to update the trigger for the despatch & returns emails, with the ability to add multiple tracking links to a despatch email. The projects ran simultaneously and were delivered on time.

Harvey Nichols, London, UK

**IT PROJECT MANAGER** (contract), Nov 2018 – Sep 2019

*Managed integrations between the in-house built order fulfilment system (OFS) and 3rd parties’ delivery solutions.*

* Improved front-end & back-end technical, as well as operational processes, while futureproofing solutions for customer order & deliveries within the UK and internationally.
* Ensured interdependencies between projects were carefully managed, with decisions to be made by Steering Group members.
* Favourite Achievement: Completed the integration between OFS and a 3rd party carrier management solution provider to enable the use of multiple carriers for customer order deliveries in the UK, leading to a cost saving of £15k per month as well as increased competitiveness in the luxury retail market.

Microsoft, London/Reading, UK

**IT PROJECT MANAGER** (contract), Jul 2017 – Mar 2018

*Managed projects within the Microsoft Business Productivity domain, specifically covering Office 365 adoption & change management and software development for Skype for Business.*

* Collaborated with project team members in the UK, Germany, Spain, India, and USA, overcoming challenges that occur when working in different time zones.
* Ensured project alignment with Microsoft’s policies & processes, as well as compliance with the contracts signed between Microsoft & the customers; also managed contract amendments with customers & Microsoft contractors.
* Favourite Achievement: Completed a project costing £1M, which implemented a Virtual Hearing solution for the UK Ministry of Justice, enabling court hearings to take place remotely, via Skype for Business.

ASOS, London, UK

**IT PROJECT MANAGER**, Nov 2015 – May 2017

*Managed projects within Distribution Technology, involving initiatives to improve processes within the UK & German warehouses and fulfil delivery-to-customer promises.*

* Presented business cases to the finance and business committee to approve respective project CAPEX/OPEX funding requests.
* Proactively identified impact, temporary workarounds (where applicable), and long-term fixes for unforeseen issues with the project teams.
* Favourite Achievement: Completed the integration between ASOS and 3rd party systems (WMS, carrier labels, export declarations) for a new set-up between the German warehouse and carriers, in order to alleviate the UK warehouse; project budget: £632k; savings per year: £780k.

CLX Europe, London, UK

**IT PROJECT MANAGER**, Apr 2015 – Oct 2015

*Managed software development projects as part of CLX's media content management solution, enabling retailers to fully control their publishing workflows & media assets (Argos, Homebase, Bogner).*

* Worked with business analysts to scope projects, and ensured requirements were understood by the development team based in Italy.
* Managed expectations of clients & internal stakeholders, and ensured all parties were aware of the projects’ statuses.
* Favourite Achievement: Worked with Argos to replace their legacy media content management solution with an entirely new one.

MetaPack, London, UK

**IT PROJECT MANAGER**, Jul 2012 – Apr 2015

*Managed SaaS development projects, integrating between carrier systems and MetaPack’s products in line with retailers’ needs around parcel deliveries (eBay UK, eBay DE, John Lewis, Wiggle, River Island).*

* Identified issues and risks, mitigated, escalated (where required), and resolved in a timely fashion.
* Worked closely with technical and QA resources, and personally tested functionality before release.
* Favourite Achievement: Completed a 2.5-year complex project with eBay Germany, which involved the implementation of a SaaS solution, earning MetaPack a monthly revenue of up to £100k.

The GIG at DST (formerly Lateral Group), London, UK

**IT PROJECT MANAGER**, Feb 2011 – Dec 2011

*Managed projects around data selection & email campaigns for clients (ATOC, Dominos).*

* Engaged with clients and internal teams to ensure a full understanding of client requirements, based on project needs and changes.
* Tracked project progress, managed issues and risks, and kept all project documentation up-to-date.
* Favourite Achievement: Completed the implementation of a new CRM system, enabling ATOC to select the right target audiences for their marketing campaigns.

planning-inc, London, UK

**DATA ACCOUNT MANAGER**, Mar 2007 – May 2010

*Managed BT’s data selection requirements for B2B email and direct mail campaigns.*

* Collected client’s CRM selection requirements and made recommendations where appropriate before creating specifications and cost estimates for client sign-off.
* Allocated resources, managed data selection projects to completion, and produced reports.

Tribal DDB London, London, UK

**JUNIOR DATA ANALYST**, Nov 2005 – Mar 2007

*Kept track of and analysed user visits to the Volkswagen UK website for advertising purposes.*

* Analysed website performance and produced reports for clients and internal stakeholders.
* Processed data requests, helped resolve statistical issues, and assisted in preparing future strategies.

Early Career Experience, Munich, Germany

* Tech Data – **MARKETING INTERN & ASSOCIATE** (Jan 2003 – May 2003 & Mar 2004 – Jun 2004):

*Managed stock levels (SAP) and marketing campaigns.*

* Marktforschung Zentzis – **MARKET RESEARCHER** (Sep 2002 – Dec 2002 & June 2003 – Aug 2004):

*Conducted market research and surveys.*

* Messe München – **MARKETING INTERN & ASSOCIATE** (Mar 2002 – Aug 2002):

*Executed marketing activities for trade exhibitions.*

* Dresdner Bank – **FINANCE INTERN** (May 2001 – Jul 2001):

*Assisted customers with financial transactions.*

**EDUCATION**

**King’s College London, University of London, UK, 2004** – **2005**

*MA, Digital Culture & Technology*: the study of technology from the social / cultural point of view.

* Completed with Merit.

**American University, Washington, DC, USA, 1998** – **2001**

*BS, Business Administration*; focus: International Marketing; minor: International Relations.

* GPA: 3.47/4.00 – equivalent to Upper Second Class Honours (2.1).

**TRAINING COURSES & CERTIFICATES**

* **Certified Scrum Master** (Dec 2015, Scrum Alliance, London, UK).
* **PRINCE2 Practitioner** (Oct 2014, QA, London, UK).
* **Customer Insight** (Mar 2010, IDM, London, UK).
* **Successful Communication** (Jul 2009, Partners With You, London, UK).
* **Statistics & Testing** (Nov 2008, IDM, London, UK).

**TECHNICAL SKILLS**

**Microsoft Office:** Word, Excel, PowerPoint, Project, Visio, Outlook, OneNote, Teams.

**Other:** Azure DevOps, JIRA, Confluence, Trello, ServiceNow, in-house applications.

**ADDITIONAL INFORMATION**

**Nationality:** German (UK settled status granted).

**Languages:** English (mother tongue), German (fluent), Arabic (conversational), French (basic), Spanish (basic).