

Kadonna Knappe

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Macmillan Learning, Customer Experience Project Manager

August 2017-Present

I provide project management and business process support for the CX team. I define the CX roadmap, which includes initiatives to understand our customer's needs and enable our internal teams to better meet those needs. Last year I led an initiative to launch five new customer support sites that provide our diverse customer population a way to easily find answers to their questions and/or contact our support team, as well as back-end systems that capture meaningful data that we can use to inform our future roadmap. I work with internal stakeholders and subject matter experts to identify business requirements, internal and external resourcing, and define the project scope. I serve as the primary point of contact for our external vendors, the internal team and the larger stakeholder group. I provide daily oversight; tracking, coordination and quality assurance from project start to finish. I am continually collaborating with my teams and stakeholders to develop and maintain effective support tools and processes as well as monitoring industry and technology trends for innovative solutions that we might leverage in our evolving customer experience journey.

Enspire, Senior Producer

June 2015-August 2017

My role at Enspire was to partner with clients to understand their business needs, and then collaborate with our internal teams to define and implement a solution that exceeded their expectations. I provided creative direction as well as project management services including creating estimates and proposals, planning and defining deliverables, creating and managing development schedules, and facilitating all communication with client, design and development teams. I ensured project success by supporting the teams, removing obstacles, managing scope and exceeding client expectations. Refined and adapted processes to new tools, clients and projects needs.

Toolwire, Studio Production Manager

April 2013-May 2015

At Toolwire, I oversaw the design and production teams in the development of experiential, video and game-based, online learning products. I worked with instructional designers, graphic artists, and the video production team to ensure that the hundreds of assets needed were developed to spec and that the vision was executed with efficient use of resources. I provided design feedback and was responsible for daily workflow between design, production and programming teams as well as the management of asset design, development and implementation.

Istation, Multimedia Production Manager, Product Development

October 2012-March 2013

At Istation, I managed team of designers, animators, graphic artists and programmers to create online educational solutions. I provided day-to-day direction for the design and animation department, managed several product roadmaps, and assisted team members in prioritizing work and meeting goals. I communicated between departments and teams to ensure timely delivery product goals.

Sunburst Digital, Project/Product Manager, Product Development

October 2011-June 2012

At this fast-paced, start-up I managed a small product development team and a large 3rd party vendor in Mexico, in the creation of educational websites and mobile apps. I gathered input from stakeholders including customers, sales, marketing and senior management. I documented the business needs and product requirements, and then guided the team through the development process.

Texas Education Agency, Data Portal Specialist, Student Assessment Division

October 2010-October 2011

In my role with the TEA, I created and implemented data quality assurance processes for the Texas Assessment Teacher and Student Data Portal. I also planned and executed a quality assurance plan for Texas Assessment Reporting and Data Analysis group. I also provided customer support administrators around the state using the Texas Assessment Management System and Data Portal.

Houghton Mifflin Harcourt

June 2004-February 2010

At HMH, I wore several hats as the company evolved. As the **Business Support Manager**, I led a talented team of business support specialists. I gathered feedback from groups across the organization to better understand the business needs, then defined and documented the non-technical support processes to support them. There was daily triaging of software and process issues and continuous monitoring of issue trends to better anticipate needs. I implemented processes that provided continuous feedback loops to inform our road map and strategy for support services, including an ongoing review and analysis of our support metrics. I also facilitated regular team meetings, user experience forums, post mortems, process reviews and software training and rollouts. As the **Senior Project Manager**, on the Learning Systems team, I managed complex, cross-division online application development projects. I gathered input from groups across the organization to create detailed project management documentation. As the **Senior Project Manager**, on the Digital Products team, I again had the dual role of product and project manager. I gathered stakeholder requirements and defined product roadmaps for digital and online product offerings in quickly evolving market. I managed budgets and schedules, as well as directing internal and external resources in the development of digital products and applications. I always had ongoing initiatives to improve the efficiency of our tools and processes in a shifting technology landscape.

Ignite Learning, Project Manager, and Product & Content Development

December 2000-May 2004

As one of the first four employees of an educational technology startup, I had a very hands-on role building the roadmap, the team and the product from the ground-up. I harnessed the powers of a creative and dynamic team of designers, writers, developers and multimedia artists (in-house and external partners) to develop the company's first suite of media rich, online learning products. My role was a mix of product development, project management and creative collaborator. For our initial course, we designed, wrote and produced over 1000 of clips of rich digital media; a mix of original music, songs, graphics, animations, motion graphics and interactive elements that taught the full curriculum. I was responsible for managing the production budgets and schedules, as well as the coordinating the activities of the development teams which included instructional designers, product designers, writers, subject matter experts, developers and QA folks.