

# R A Q U E L W A T S O N

Vision-driven change agent with career-long record of program  
and product delivery success for leading organizations

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📍 Atlanta Metropolitan Area

Passionate, results-driven technology leader with 20+ years leading global, cross-functional teams to plan, build, launch and manage powerful digital innovations. Entrepreneurial and innovative with an exceptional track record as a Global Portfolio Manager, Technical Program Manager, Software Development Manager, and Product Engineer in fast-paced, large-scale corporate environments. Extensive experience developing real-time, customer-facing digital web solutions.

## EDUCATION

| Master of Business Administration,  
Management  
Southern Polytechnic State University,  
Marietta, GA

| Bachelor of Science,  
Computer Science  
Hampton University, Hampton, VA

| Coding Bootcamp (in-Progress -  
Pending completion 04/2022)  
Georgia Tech, Atlanta, GA

## CERTIFICATIONS

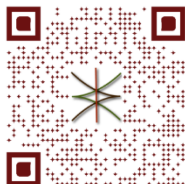
| Certified Information Privacy  
Technologist (CIPT)  
IAPP, Pending

| Certified SAFe® 5 Agilist  
Scaled Agile, Inc., 01/2021

| Data Science & Big Data Analytics  
MIT, 11/2020

| Cybersecurity: Risk Management  
Harvard University, 05/2019

| Project Mgmt Professional (PMP)  
Project Management Institute (PMI)  
06/2009 – 06/2021



## WORK EXPERIENCE

UCB, Inc., Smyrna, GA | October 2015 – August 2021

Global Portfolio Manager, IT Digital & Web Platforms | October 2019 – August 2021

Responsible for continued delivery of maximum business value across the Portfolio. Oversee incoming requests, planning, delivery, and execution of global initiatives (Contract)

- Strategic leader for portfolio roadmap.
- Responsible for end-to-end Project Delivery and Execution (Scope through Implementation) of Branded and Unbranded digital products, while applying PM best practices in Agile Development.
- Maintain cross-functional relationships with internal departments including Infrastructure, Procurement, IT Governance, Legal & Compliance, IT Security, and Data Privacy.

Program Manager, IT Digital & Web Platforms | October 2015 – October 2019

- Spearheaded all phases of product solutions delivery through adept oversight of multi-disciplinary onshore and offshore teams of 30+ members each.
- Managed from concept to launch a custom, cloud-based, digital platform solution to ensure the security of sensitive patient health and private data. This solution has been adopted as the company standard for web and mobile development.
- Directed companywide Drupal 8 migration of branded and non-branded websites, successfully completing approx. 100 global migrations to-date.
- Collaborated with IT Governance & Compliance to ensure compliance across the global portfolio, including the implementation of GDPR & CCPA.
- Facilitated the collaborative development and full adoption of the Software Release (Go/No-Go) Checklist as well as the Development Readiness Checklist assessing user and technical requirements for accuracy, completeness, and quality.

Cox Media Group, Atlanta, GA | February 2015 – October 2015

Senior Project Manager, Digital

Facilitated the success of complex technical projects, with an emphasis on high-profile, public-facing digital experiences. (Contract)

- Orchestrated a total redesign of the Cox Media Group corporate website as well as the Cox.com customer portal using Adobe Experience Manager (AEM), resulting in greater ease of use and more compelling content.
- Empowered creative vision through technical innovation in partnership with UX, design, development, digital ads, mobile, video, data, QA, and business personnel.

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## SKILLS

### | Professional

Cross-functional Team Leadership  
Global Stakeholder Management  
Digital Strategy  
Program Management  
Project Portfolio Management  
Product Management  
Delivery Management  
Agile Project Management  
Vendor Management  
Financial Management  
Process Improvement  
Mentoring

### | Technical

Enterprise Software Development  
Enterprise Content Management Systems  
Drupal 7, 8  
WordPress  
HTML / CSS / PHP / ASP / JavaScript  
C++ / C# / .NET  
Google Analytics  
Social Media Platforms  
MarTech

Jira Administration  
SharePoint Administration  
Confluence

Microsoft Project  
Microsoft Visio  
Microsoft O365  
Microsoft PowerPoint  
Adobe Acrobat  
Adobe Photoshop

MS Windows  
Android/iOS  
SQL / SQL Server, MySQL  
LAMP Stack

Data Privacy/GDPR/CCPA

## WORK EXPERIENCE CONT'D

Turner (WarnerMedia). Atlanta, GA | September 2012 – October 2014

### Program Manager, Digital

Responsible for management of event-driven Sports Illustrated digital brands, including SI.com, GOLF.com, and SIKids.com. (Permanent)

- Led and mobilized cross-functional project teams consisting of web development, design, infrastructure, data, product, ad sales, editorial, SEO, analytics, and other departments to align business requirements and technical capabilities.
- Defined program vision and development roadmap for delivering superior results within target budgets, timelines, and standards by liaising with brand business partners.
- Cultivated productive stakeholder relationships to ensure buy-in by illustrating clear business value, providing regular briefings, and demonstrating meaningful progress towards program milestones.
- Planned quarterly event programming and led creative asset design while serving on the PMO Education Committee.
- Garnered knowledge of cross-departmental practices, real-world business challenge solutions, and presentation delivery to senior executives by participating in and graduating from the Turner Associate Program (TAP) for emerging leaders.

The Coca-Cola Company. Atlanta, GA | October 2009 – July 2012

### Senior Project Manager

Ensured the success of multiple concurrent projects through hands-on, highly engaged technical leadership. (Contract)

- Delivered SharePoint and Oracle CMS customizations that empowered more effective collaboration among supply chain teams.
- Led a Salesforce.com / Mobile (CRM) pilot that led to enterprise-wide adoption of cutting-edge solutions at The Coca-Cola Company.
- Achieved timely results and recognition from the Global Finance Transformation Program for Management Reporting and Operating Expense when assuming responsibility for mid-stream SAP-based projects.

Macy's Central. Atlanta, GA | June 2007 – May 2009

### Senior Technical Manager, End User Computing (EUC)

Managed, scaled, and mentored a high performing team of Developers and Project Managers to flawlessly execute enterprise-level .NET software solutions.

- Improved operations by conducting systems analysis and recommending changes in policies and procedures.
  - Introduced the use of formal Project Management tools, resulting in improved collaboration, capacity planning, and project tracking.
  - Directed and administered the company-wide intranet implementation on SharePoint and executing effective user adoption strategies.
- Served on Macy's Supplier Diversity Council helping to achieve corporate diversity spending goals by developing suppliers.

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## VOLUNTEERISM

| ISACA  
Member

| Toastmasters, International  
Member

| National Hampton Alumni  
Association, Inc. (2004 – 2020)  
Chair, Mentorship & Networking  
Chair, Technology  
Corresponding Secretary

| National Hampton Alumni  
Association, Inc.-Atlanta Chapter  
President (2011-2014)

| Technology Association of GA  
(TAG) Professional Services  
Board Member (2011-2013)

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## GET IN TOUCH

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## WORK EXPERIENCE CONT'D

Public Consulting Group. Atlanta, GA | April 2005 – May 2007

Software Development Manager

Led 15-member developer team to Implement customized solutions to fulfill statewide and local government contracts for IEP Compliance and Management.

- Optimized practices, liaised among cross-functional stakeholders, and oversaw the smooth and timely flow of activities impacting product with 800+ customers and 130K+ users.
- Facilitate the seamless continuity of development, change management, product releases, and associated processes.
- Engaged in collaborative proposal development (as response to RFP) representing technological capabilities for development and support, yielding 6-figure state and local contracts.

Khalfani Solutions, LLC, Mableton, GA | 2003 – 2005

Founder, Managing Consultant

Launched Branding & Solution Development firm providing in-depth consulting services to a variety of clients & industries.

- Uncovered new clients and business opportunities.
- Performed customer and competitor analysis to create brand positioning message. Built brand toolkit (including logo, custom branded website theme, web solution) to promote business and build brand awareness.

Worldspan (Delta), Atlanta, GA | July 1995 – March 2003

Senior Programmer/Analyst

C & C++ Developer on Delta Reservations Systems Fares & Pricing, Frequent Flyer/SkyMiles programs.

- Consistently exceeded Individual, team, and departmental goals
- Served as liaison between client and development team in the design, development and testing of the application feeding the first iteration of the Delta.com online pricing engine.

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## RELATED EXPERIENCE

National Hampton Alumni Association, Inc. | 2004 – 2018

Technology Chairperson

- Provide strategic planning and operating advice on immediate and/or emerging technical priorities. Conduct training workshops at conventions to broaden capabilities across the organization. Propose solutions to increase alumni engagement and increase donor-base.