

CONOR O'BRIEN

Project & Program Manager, Front-end Web Developer

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PROFESSIONAL EXPERIENCE

Project Manager | *Logic 20/20* | Seattle, WA

September 2019 – present

Strategy and operations project manager for Microsoft marketing events and marketing platform capabilities. Responsible for creating global marketing strategies and policies, driving marketing tool projects, maintaining accessibility and privacy standards, and triaging issue response for global marketing events. Created, communicated, and presented technical documentation, user training, and change management materials for multiple global tool launches.

Client: *Microsoft*

- Gather and prioritize business requirements for marketing platforms, communicate requirements and business impact to engineering and executive teams, track progress on timelines and features, and act as bridge between multiple organizations and stakeholders
- Develop creative solutions for new marketing processes that align to corporate strategies. Ensure ease of reporting for new tools and processes for marketing events, tailor reporting for specific accounts and audiences, guarantee marketing leads can be tracked and converted to sales
- Lead the business strategy and communication of multiple high visibility marketing tools
- Technical project manager for enterprise-level tool deployments, including registration & planning platforms built on Dynamics 365, Teams Meeting integration into digital marketing, and various tools to enhance digital marketing event capabilities
- Created and hosted trainings for 800+ global users across 14 different marketing areas. Received 10/10 rating for trainings on marketing automation tools by field marketers (average score is 7)
- Responsible for upholding accessibility and privacy standards for all marketing events, confirming that they meet Microsoft Accessibility Standards for customers and marketers, while maintaining high customer data privacy standards
- Coordinated global response to COVID-19 outbreak to 14 global marketing areas and thousands of marketing communities. Created mitigation strategies to ensure employees and customers stayed safe, while still being able deliver high-quality marketing events during a period of significant ambiguity

Internal Projects

- Diversity Equity & Inclusion team; education subcommittee

Senior Consultant | *Hitachi Consulting* | Seattle, WA

2017 – 2019

Managed multiple projects across different lines of business, aligning stakeholders, managers and individual contributors, and facilitated delivery of products and services in conjunction with established timelines. Identified as future leader in all annual reviews.

Client: *Microsoft*

- Project Manager for a 10-person consumer market research team: enabled data-driven advertising strategies for Windows, Surface, Office, Cloud, and Gaming through quantitative data analysis, presentation creation, and business operations including team function development and project roadmap creation
- Managed and co-led a team of 8-12 consultants, performed quarterly project reviews for 3 people, onboarded and mentored 10 new team members over 18 months
- Prepared, visualized, and coordinated 16+ market research and customer segment presentations and 3-10 weekly reports for C-suite executives at Microsoft
- Built 5 PowerBI dashboards which reduced time to complete data-based C-suite presentations by 2 days and helped free up 66% of C-suite meeting time for impactful discussion instead of data reporting

Internal Projects

- Collaborated across the Seattle marketing and sales team to develop a local strategy leading to a \$10 million proposal in response to an issue from a potential client with over 300 international centers. This led to 7 consultants being staffed, major changes to sales and marketing processes, and the identification of new local clients
- Program manager for a team of 25+ Hitachi consultants leading a 6-month program for 25 UW Business School freshman and sophomores focused on building business and consulting skills

Research Technician | *Novo Nordisk* | Seattle, WA
2014 – August 2017

- Managed 4 high-priority projects with a team of 4-8 of people to meet critical deadlines for Type 1 Diabetes and Obesity drug development
- Accountable for organizing, analyzing, and presenting data weekly to team management and stakeholders to decide what drugs move forward in the pipeline
- Led team updates and meetings to support and manage 4-8 of people with daily, weekly, and monthly critical tasks, responsibilities, and procedures
- Trained 5 technicians on complex Excel functions, data capture and process management software, and lab techniques
- Conducted research in a vivarium with mice for 7 Type 1 Diabetes and Obesity studies to keep drug targets on track to the market

TECHNICAL SKILLS

Languages & Applications: HTML, CSS, JavaScript, jQuery, Responsive Design, Bootstrap, Local Storage, Git, Semantic HTML, APIs

EDUCATION & CERTIFICATIONS

University of Washington <i>CS Fundamentals Certificate Program</i>	Completion June 2021
University of Washington <i>B.S., Microbiology</i>	2009 – 2013
Toastmasters <i>Competent Communicator</i>	March 2019
Hitachi Consulting <i>Leadership Challenge Completion</i>	November 2018
Novo Nordisk <i>ALAT Accredited</i>	January 2015

AREAS OF EXPERTISE

Project Management	Data Visualization	Sales & Marketing Strategy	Technical Requirements Gathering
Presentation Development	Leadership	Health & Life Sciences Operations	Business Strategy
Office Suite	Market Research	Critical Thinking & Solutions	Business Operations
Training & Training Development	Communication	Change Management	Stakeholder Management