

MICHAELA HILLIER, PMP

CONTACT



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Rochester, NY

CERTIFICATION

Project Management Professional (PMP)

Project Management Institute

SKILLS

- **Project Management:** Demonstrated ability to lead large-scale projects from concept to completion.
- **Stakeholder Communication:** Proven experience liaising with both internal teams and external clients to ensure successful project outcomes.
- **Strategic Planning:** Development of strategic initiatives and long-term planning with a focus on company goals and objectives.
- **Agile and Scrum Methodologies:** Utilization of Agile and Scrum methodologies to effectively manage and prioritize software development and project deliverables.
- **Customer-centric Approach:** Advocacy for client needs while ensuring alignment with company goals and revenue targets.
- **Process Improvement:** Recognized opportunities for and led initiatives to improve workflows, software enhancements, and overall operational efficiency.
- **Training & Development:** Trained clients and internal teams on software platforms and proprietary solutions.
- **Performance Analysis:** Analyzed team and project metrics, utilizing insights to enhance operational efficiency and drive results.

PROFILE

Experienced marketing professional with a robust background in project management and SAAS. Proven track record of spearheading process improvement initiatives, driving significant growth and ROI, and ensuring optimization across various platforms. Combines strategic vision with hands-on expertise to deliver impactful and measurable results in fast-paced environments.

PROFESSIONAL EXPERIENCE

Demand Generation Manager

OnSolve

August 2023 - Current

- Spearhead business outcomes through the management of integrated campaigns, events, webinars, and partner programs, driving MQLs, SQLs, and successful sales conversions.
- Drive ROI-focused campaign strategies through effective audience segmentation and targeting.
- Plan and coordinate company's signature events, ensuring seamless execution from initial concept through completion.
- Establish scalable processes, templates, and best practices to enhance marketing initiatives and outreach programs.
- Work closely with senior leadership, facilitating a cross-functional approach to strategy alignment, and ensuring that projects support partnership marketing strategies.
- Dedicate time to staying updated on the latest marketing best practices, innovative technologies, and project management methodologies to enhance overall efficiency and effectiveness.
- Manage and optimize a suite of demand generation tools, focusing on maximizing utilization and ROI

Additional highlights:

- Promoted into the role due to performance in building and managing campaigns as a marketing project manager.
- Recipient of the 2023 Champions Club award, in recognition of exemplary contributions to company growth, values, and culture.

Marketing Project Manager

OnSolve

July 2021 - August 2023

- Developed and implemented a project management system for the marketing team, enhancing efficiency and cross-functional communication.
- Led company-wide initiatives like the 2023 Operational Plan and Annual Kickoff, ensuring team accountability, risk mitigation, and regular updates to stakeholders.
- Conducted quarterly and sprint planning, aiding teams in prioritizing tasks and solving complex challenges in a high-paced setting.

Senior Project Manager

Dixon Schwabl

June 2020 - July 2021

- Managed and developed large-scale digital marketing projects for enterprise businesses, spanning web development, automation, design, media, and content marketing.
- Led cross-functional teams in a high-paced agency, driving efficiency and addressing client challenges with innovative solutions.
- Coached project managers, engineers, and creatives; promoted Agile framework adoption and shaped PMO processes to boost productivity.
- Employed PMI framework for project scoping, briefing, and monitoring; held regular status meetings with stakeholders.
- Maintained quarterly web project roadmaps, using Jira for cross-team documentation and tracking.

SOFTWARE PROFICIENCIES

- Jira/Confluence/Trello
 - Salesforce
 - Microsoft Suite
 - Google Suite
 - Marketo
 - Wordpress
 - Welcome
 - Adobe Creative Suite
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EDUCATION

**Bachelor of Science in Psychology,
Cum Laude**

The College at Brockport

2011 - 2014

PROFESSIONAL EXPERIENCE (CONT.)

Program Manager

CultureIQ

October 2019 - February 2020

- Managed the development, deployment, and reporting analytics of full-scale census surveys for clients ranging in size from 150 to over 100,000 employees.
- Conducted training and provided guidance on the use of the proprietary CultureIQ software platform for client administrators.
- Partnered with internal resources to develop creative solutions for client challenges and leveraged the software platform in a way that best suited their needs.
- Performed ongoing maintenance of job aids and internal user guides.

Client Services Supervisor - Implementation

Heartland School Solutions

March 2018 - October 2019

- Established and led a team of Implementation Coordinators, overseeing client onboarding, needs analysis, custom solution design, and training on software use.
- Developed processes for client integration, while mentoring and evaluating team members regularly.
- Employed agile methodologies for software releases and analyzed team metrics to present quarterly updates to senior management.
- Served as an expert on proprietary software, guiding sales teams on client-specific needs.
- Prioritized workflow based on contracts, client requirements, and revenue objectives.

Associate Project Manager

Eagleview

January 2017 - March 2018

- Led imagery capture projects for government clients across multiple states, managing from inception to delivery and liaising with all stakeholders.
- Established an internal knowledge base using Confluence.
- Balanced client needs with project timelines and company revenue objectives.
- Supported Sales by demonstrating our product to county government stakeholders during enterprise RFPs.

Project Planner

Eagleview

July 2016 - January 2017

- Supported cross-functional teams in planning and execution of imagery capture projects
- Created and managed the creation of training documents and resources
- Provided GIS support and analysis for special projects

Technical Trainer & Support

Heartland School Solutions

June 2015 - July 2016

- Conducted on-site implementations for new software clients and provided technical support for existing ones.
- Spearheaded projects focused on process improvements, software upgrades, and client engagement.
- Assessed customer needs, offering software utilization insights.
- Designed a system in Axosoft to enhance technical support representatives' access to the product roadmap, user stories, and defects.

OTHER WORK EXPERIENCE

Fitness Coach

RAC for Women

2015

Interpretive Park Staff

NYS Office of Parks, Recreation, & Historic Preservation

2013 - 2014

Snow Sports Instructor

Swain Resort

2012 - 2014
