

ALISHA MIRANDA

DIGITAL PROJECT MANAGER



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Philadelphia, PA

in alishamiranda

I'm a project manager with 5 years of experience. I work at the intersection of media and technology helping creative agencies, tech startups and media brands clarify business goals, streamline processes and increase revenue. I want to transfer my media production expertise to large-scale technical project management. I'm excited to inspire creative teams on delivering their best work and make clients happy in the process!

SKILLS

TOOLS

Asana
Basecamp 2
Dropbox
Slack
10,000 Feet
JIRA
WordPress
Salesforce
HubSpot

EXPERTISE

Client Management
Account Management
Resource Management
Project Planning / Roadmaps
Process Documentation
Content Strategy
Creative / Asset Collection

VERTICALS

AdTech
News / Publishing
Marketing & Advertising
Social Media
Brand Experiences / Events
Digital Media

EDUCATION

Rider University
Journalism 2008
Public Relations & Event
Planning 2008

HIGHLIGHTS

Scrum Alliance Training 2-week training with WebLinc and 2-day bootcamp with Cedar Rapids Scrum Alliance	May 2017 to Oct 2017
Masterclass Facilitator, Digital Project Management Millennial Leadership Philly Power 100 Summit	Apr 2017
Student, Intro to Project Management Girl Develop It class series	Feb 2017
Panel Moderator, Leadership & Management Ela Conf	Nov 2016

EMPLOYMENT

Converge Consulting Philadelphia, PA Jul 2017 to Dec 2017

Digital Producer

- Designed and implemented project management playbook using Agile principles across all service areas
- Translated SOW contracts into defined project deliverables, timelines, estimations and resource planning
- Served as client point of contact for projects across web, content production, digital marketing and communication workflows
- Led client engagement sessions to educate them on creative strategy, development and review processes

Technical.ly Philadelphia, PA Jul 2015 to Feb 2017

Client Success Manager

- Built new project management standards with focus on documentation, roadmap builds, work breakdown structures and end-to-end project delivery process
- Managed over \$2M in year-over-year business across 5 markets leading resource management, product development efforts, shipping project deliverables, status reports and trouble shooting in partnership with creative team
- Owned client communication and stakeholder interviews, business analysis and new marketing and technology research
- Designed custom client portals, landing page wireframes, creative briefs and technical requirements to manage project assets

Say Media New York, NY Oct 2013 to Dec 2014

Campaign Manager

- Performed campaign management, delivery and launch day support efforts for agency clients totaling \$3.58M in revenue
- Managed kickoff meetings, wrote proposals and change orders, communicated status updates, troubleshooted delivery issues and provided reporting summaries to internal/external stakeholders
- Developed functional and creative requirements documentation, detailed project plans, long-term roadmaps and estimates that met clients' budgets and timelines
- Provided strategic support services to clients and educated client stakeholders on digital best practices

Dennis Publishing New York, NY Jan 2013 to Oct 2013

Project Manager

- Designed a more efficient project tracking system and intranet wiki for digital operations and workflows
- Established sales and marketing department operations process for campaigns scaling from \$50K - \$1M
- Trained and on-boarded junior team members on project delivery, campaign management and reporting
- Managed requirements gathering, oversaw implementation process and client deliverables
- Garnered understanding of cross functional teams' needs in order to offer solutions during project strategy sessions and effectively track performance

#alishainthebiz New York, NY Jun 2010 to Jun 2016

Owner / Consultant

- Owned digital consultancy shop providing freelance project management and creative strategy for startups, small businesses and growing media brands
- Established methodologies for tracking, communicating, and managing project lifecycles for short-term digital marketing campaigns
- Advised clients as customer success and business analyst on best practices for digital strategies and improving overall project health
- Provided content and marketing support to various agency partners as needed

Sosauce New York, NY Sep 2008 to Jun 2010

Marketing Manager

- Directly supervised junior staff, assigned project team members and managed freelance resources
- Collaborated with product owners to inform brand redesign, audience growth goals and user acquisition strategy
- Created online marketing strategies, designed consumer outreach goals and implemented partnership agreements
- Oversaw conception, strategy, build and launch of editorial product