

Kyra Davidson

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San Bernita, CA

Strategic Partner Manager

Dynamic, self-directed Project Manager who plans, prepares, and executes interactive technology projects from inception to launch. Trusted to work independently with company and client partners. Often chosen to lead high-maintenance teams and projects due to proven professionalism, consensus achievement, and positive relationships. Online marketing and enterprise technology background.

Value to CitiTech

More than 10 years of high customer satisfaction in **technology project management**.

Establish and manage **trusting advocacy relationships** with senior business leaders of employer and business partners, most recently by persuading Intel to use features of [computer tablet] for content creation in international promotion by arranging application reviews with three key employees who will champion app promotion.

Background in **email technology sales** / account management resulting in solid understanding of marketing programs, events, and promotions. Promoted and currently use CitiTech app on [high-profile international project].

Hired to **develop ecommerce and other types of marketing plans** including for [National Department Store] two new retail businesses. Expanded scope to full lifecycle project management. Supported Editor-In-Chief at [National Magazine].

Former employee of two **enterprise technology providers**.

Key Competencies

Process Mapping
Vendor Management
Social Media Strategy
Schedule Maintenance
Presentation & Facilitation
Agile & Waterfall Methodology
Collaborative Problem Solving
Expectations Management
Continuous Improvement
Workflow Organization
Root Cause Analysis
Content Strategy
SOW Creation

Technical Skills: Salesforce | Basecamp | CMSs | MS Office Suite & Project | Radar | iWork | OmniPlan

Professional Experience

TECHNOLOGY COMPANY, City, State

Public company helps industry leaders build brands by creating engaging experiences, 2,000 employees.

Senior Project Manager

Month Year – Present

- **TECHNOLOGY PROJECT MANAGEMENT:** Provide structure and support vision for high-profile project to meet and exceed team and client expectations for on-time and on-budget delivery. Collaborate with project team to identify approach, deliverables, schedule, and tools.
 - ★ Secured additional project funding from angel investor inside company by presenting app and global computer company's interest in it to VP of Mobile Development.
- Spearheaded ecommerce discovery and design phase, with rapidly increased scope and expansion to full lifecycle project management of two cutting edge ecommerce sites and \$1M budget for [National Department Store's] two new retail businesses.
- **CLIENT / PARTNER ADVOCACY:** Communicate daily with client Digital Marketing Manager to assure solution is understood and addresses customer's business requirements.
 - ★ Contributed to onboarding new build contractor when client-contracted build engineers could not meet requirements; delivered all project milestones on or ahead of schedule.
- **RE-ESTABLISH CONTRACT WITH NATIONAL CLIENT:** Increased lagging margin, calmed angry client, and re-established client trust. Managed project to create rich widgets for use on partner sites.
 - ★ As a result, company captured multimillion-dollar contract.
- **RELATIONSHIP BUILDING WITH SENIOR BUSINESS LEADERS:** Manage vendor / third-party relationships. Ensure client satisfaction and smooth operations by comprehending / meeting needs and exceeding expectations via frequent interaction with client and client partner senior executives, including national magazine's Editor-In-Chief.

- **MESSAGING / MOBILE TECHNOLOGY INFRASTRUCTURE:** Keep public in touch with project between country visits and content updates by strategizing best use of all features of CitiTech application.
- **TECHNOLOGY SALES / MARKETING:** Increased company revenue and scope from discovery and design phase to project managing wireframe creation and add-ons by exceeding expectations.
 - ★ Generated additional \$250K from increased scope, change orders and add-ons such as email templates, logos, brand books, presentations to [national news organization], and content strategy.
 - ★ Sourced largest revenue to date from negotiations for Fluid Social and Fluid Experience products, pre- and post-launch production change orders, and web site administration.

GLOBAL COMPUTER COMPANY, City, State

Month Year – Month Year

World class computer, music, and communications innovator with 35,100 employees globally

Professional Applications Producer

- **TECHNOLOGY PROJECT MANAGEMENT:** Met 4 major project goals by driving work of design team from project beginning to completion, translating strategies and ideas into prioritized plans and tasks with timelines, helping to gather information, and removing roadblocks.
 - ★ Contributed to software reviews for CEO.
- **CLIENT / PARTNER ADVOCACY:** Partnered with members of five departments to deliver software, web, and Blu-Ray design, UI, and content for editing software update on very tight schedule. Created partnerships with internal stakeholders in highly matrixed organization; built communication channels inside and outside design team. Consolidated feedback and gained consensus from internal stakeholders on concepts, prototypes, and final animations of application project.
- **RELATIONSHIP BUILDING WITH SENIOR BUSINESS LEADERS:** Led preparation work for editing software executive reviews. Ran frequent and efficient executive reviews of design work on project with three to five Senior Business leaders from engineering, marketing, ux design, and product design.
- **TECHNOLOGY SALES / MARKETING:** Helped client market product by establishing and enhancing online presence through developing relevant, strategic, and engaging web site content and applications.
 - ★ Moved client sites upward in search engine results.
 - ★ Increased click-through rates consistently by collaborating with subject matter experts, determining end-user needs, and creating solutions that improved quality, cost, and visibility.
 - ★ Collaborated on segmented newsletter campaign to engineers in [national company].

GLOBAL TECHNOLOGY COMPANY, City, State

Month Year – Month Year

Enterprise technology giant with 156,000 employees worldwide

Customer Experience Program Manager

- **TECHNOLOGY PROJECT MANAGEMENT:** Served on cross-functional team that developed, managed and offered industry-leading selection of content across Web, software, retail, and firmware venues.
- **CLIENT / PARTNER ADVOCACY:** Led definition and execution of detailed customer experience strategies and designs among cross-functional teams that drove company to top of market in consumer digital photography.
 - ★ Improved business decisions regarding product roadmap, sales data, time lines, design guides, manifests, and shared database by developing joint business foundations with online [photo site], [photo software], printer/hardware, and [photo retail services].

Education

Bachelor of Fine Arts in Graphic Design
School of Art, City, State

Converting Strategy into Action, Advanced Project Management
Center for Professional Development, University, City, State