

Contact

www.linkedin.com/in/kellykclarkeesm (LinkedIn)

Top Skills

Management
Market Research
Strategy

Languages

Spanish
English (Native or Bilingual)

Certifications

Certified ScrumMaster (CSM)
Scrum Master Accredited
Certification
UX/Product Design, Graduate
Certificate (In Progress, expected
May 2022)

Kelly Clarke, CSM

Digital Product Junkie | Process Obsessed | Relentlessly Creative | Communicator #opentowork
Miami-Fort Lauderdale Area

Summary

With a career rooted in Big Four management consulting and digital agency experience, I get to the root of organizational needs and goals to create and execute holistic, situation-specific technology, business process and change management strategies for transition to new digital platforms and applications. Experienced and comfortable in globally-dispersed/multicultural teams and in highly-regulated environments.

Soft skill superpowers include building synergies and leveling up communication across different teams, business areas, personalities, geography, and departmental objectives to drive toward common strategic goals. I thrive in situations where I need to socialize change to reluctant stakeholders.

Creativity, growth mindset, and technology evangelism come standard.

Sense of humor available upon request.

Verticals:

Automotive, Banking/FinTech, Consumer Goods, Detention/Prison, Digital Advertising and Branding, Finance, Federal Government (Defense/Military, Intelligence), Franchise, Healthcare, Higher Education, Hospitality, Manufacturing, Networking, Nonprofit, SaaS; Supply Chain

KEY SKILLS:

Enterprise IT Project Management; SCRUM/Agile and Waterfall Methodologies; SDLC; Business Process Re-Engineering; Operational Excellence; Data Migration; Systems Analysis and Implementation (ERP and CRM); Strategic Communications & Change Management, Training Development; Stakeholder Communications & Management; Managing Globally-Located,

Cross-Functional Teams (Including Development, QA, UI/UX, Testing - UAT); Vendor Management; Management Consulting & Business Strategy; Digital Marketing & eCommerce; B2B and B2C; Regulatory and Compliance; Customer Communications Management; Online Branding; Digital and Social Communications Strategy; Business Analysis; Risk Analysis & Remediation; Supply Chain Management; Metrics & KPI Development, Implementation & Reporting; Process Automation; Scrum; Agile.

Experience

Citrix

Lead Project Manager

November 2019 - December 2021 (2 years 2 months)

Fort Lauderdale, Florida, United States

- Served as Deployment, Testing & Hypercare project manager for simultaneous deployment of three major projects. Duties included developing a deployment manual used to train new staff.
- Developed operational materials, templates, workflows and enablement material to support Go to Market framework and enablement/training efforts for new B2B initiatives.
- Provided operational support in development of internal and external Product Roadmaps, including integrating user feedback to facilitate iterative business process improvements.

Consultant - Project Manager (Enterprise/Digital)

Project Manager (Enterprise/Digital) Consultant

2015 - 2019 (4 years)

Fort Lauderdale, FL

Project Manager on a consultant basis (Migration, App Dev, Implementations).

Clients Included:

KAPLAN HIGHER EDUCATION

- Served as project manager in Phase I of Unified Marketing. This high-visibility, high-risk initiative tied together programs offered by four institutions and several external vendors within the Purdue University system, to support acquisition of Kaplan University.
 - o Project included development of Purdue Online/Purdue Global database; design/development of web portal and new informational pages; development

of Qualification Center; Salesforce Integration; Content development; Email marketing campaigns; GDPR & TCPA compliance.

- Served as key contact in documenting/optimizing/socializing operational processes and workflows, to develop roadmap for future iterations of current marketing portal and enterprise data updates.

NEWELL BRANDS

- Develop & implement end-to-end project plan to migrate 35+ brands from legacy email service providers (ESP) to new system. Considerations included support for new directions in marketing strategies, vendor management, and changes in data sourcing, KPIs, and reporting. Responsible for tracking, developing, and maintaining key Agile project documentation, and resource planning in JIRA.
- Advised on & contributed to implementation of strategic roadmap for brand migration.
- Serve as co-lead on cross-functional task force to develop and disseminate new business processes surrounding UAT to drive a uniform migration experience for current and future brands.

OFFICE DEPOT

- Developed project plan and change management roadmap to replace a legacy B2B ecommerce platform (\$147M gross sales) with Salesforce (SFDC) Communities portal.

AMERICAN EXPRESS

- Managed the full-cycle build of a CRM system serving 500+ customer service agents across 20 global markets.
- Developed training materials to transition globally-based teams of 500+ Customer Service Reps to new platforms.

Levatas

Sr. Marketing/Strategy Consultant

2013 - 2014 (1 year)

West Palm Beach, Florida Area

- Advised C-level clients at a large global bank on nuances of digital marketing, to include Social Media presence and policy, strategies for increasing social reach, and consolidating 30+ country-specific Social Media platforms into a global and unified online brand presence.

- Primary responsibility in developing content to include: strategic briefs, personas, brand core messaging and digital content, social media and growth marketing strategies, and marketing communications plans.
- Led efforts to perform digital competitive landscape analyses, incident response processes, and social media strategies to guide clients across multiple industries in migration to digital and eCommerce platforms.
- Researched and advised in creation of various performance metrics, benchmarks, and reporting strategies to measure campaign and client success.
- Collaborated with Product Owners to write user stories and with UI/UX designers to develop optimal web user journeys.

Capgemini Government Solutions

Senior Consultant

2008 - 2010 (2 years)

Washington D.C. Metro Area

Supply chain project for Federal Agency. Responsibilities included metrics and reporting analysis, technical writing and documentation, analysis of Federal and Private detention facility standards compliance. Participated in Operational Excellence business development endeavors.

Education

Georgetown University

B.S, International Business, Information, and Communications