

Laura Paul, M.Ed, PMP

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Professional Summary

Results-driven Project Manager with 5+ years of experience leading cross-functional teams in IT, marketing, and education sectors. Proven track record of delivering complex projects on time and within budget. Expertise in Agile and Waterfall methodologies, with a focus on process improvement and stakeholder management.

Skills

Technical: Smartsheets, Jira, Workfront, ServiceNow, Azure DevOps, Salesforce, MS Project, Trello, Asana, Cisco UCCE

Core Competencies: Agile & Scrum Methodologies, IT Project Management, Marketing Campaign Management, Software Development Lifecycle (SDLC), Risk Mitigation & Problem Solving, Stakeholder Communication, Budget Management, Team Leadership & Mentoring

Certifications

Project Management Professional (PMP)

Expires Oct 2025

Education

CONCORDIA UNIVERSITY

Master of Education - Career and Technical Education

2019

UNIVERSITY OF SOUTH FLORIDA

Bachelor of Arts - Interdisciplinary Social Sciences

2013

Experience

FLORIDA VIRTUAL SCHOOL

IT Project Manager

2023 - 2024

- Managed full lifecycle of 10+ IT projects, led cross-functional teams of 5-10 members, delivered 95%+ milestones on time with less than 5% budget overruns.
- Developed plans, procured resources, monitored progress, mitigated risks, provided leadership reporting.
- Analyzed requirements, aligned technology/operations, established PM frameworks, drove process improvements.
- Demonstrated leadership, problem-solving, communication skills, managed scope/changes, fostered collaboration.

EDELMAN FINANCIAL ENGINES

Marketing Project Manager

2023 - 2024

- Spearheaded 25+ marketing campaigns and programs concurrently, collaborating with cross-functional teams to ensure on-time delivery within defined scope and \$500K-\$2M budgets.
- Optimized project workflows by implementing Workfront tool, streamlining communication channels, and automating processes, enhancing productivity by 20%.
- Coordinated with 10+ stakeholders and managed 15-20 concurrent projects, identifying risks proactively and developing mitigation strategies to maintain schedules.
- Stayed abreast of industry trends, introduced innovative tactics, and provided recommendations to expand agency's capabilities

STANFORD UNIVERSITY

IT Project Manager

2022 - 2023

- Lead client-facing technology migration projects from original concept through final implementation on contained risk assignments.

- Work closely with IT Infrastructure Program Manager to align on Cisco Unified Contact Center Enterprise (UCCE) migration strategy, prioritization, timing, cost and overall expectations for Client and Contact Center migration projects.
- Organize and conduct project kick-offs, analysis and design sessions, quality assurance (QA) and user acceptance testing (UAT), software training, go/no-go meetings, and lessons learned retrospectives.
- Developed comprehensive project plans, including scope definition, resource allocation, risk assessment, and mitigation strategies, resulting in on-time and within-budget project completions.
- Led the implementation of agile methodologies to increase project efficiency and flexibility, resulting in a 20% reduction in project cycle time.

MOGUL AXIS

Technical Program Manager

2022 - 2024

- Led the end-to-end development and successful launch of a tech-based micro internship and workforce development program, coordinating with stakeholders, managing timelines, and ensuring the program met the needs of Miami-Dade County high school students.
- Oversaw the design and delivery of professional training programs in various digital marketing and technology disciplines, resulting in the certification of 20 individuals.
- Directed the UX/UI enhancement projects for several small business websites, collaborating with design teams, managing resources, and driving a remarkable 375% increase in site traffic and user engagement.
- Employed project management best practices to ensure seamless coordination between cross-functional teams, vendors, and stakeholders, resulting in timely project delivery.

SMASH

Project Manager

2021 - 2022

- Managed multiple software development projects including the development of innovative, high-fidelity mobile and web app prototypes using Figma technology and the creation of data visualization dashboards using SQL and visual analytics for internal teams projected to reduce manual reporting by 50%.
- Using Scrum methodologies, ensured the project team had the resources to meet deadlines by developing detailed project plans to monitor and track progress.
- Collaborate cross-functionally with data scientists, software engineers, graphic designers, and marketing experts to align deliverables with project scopes.
- Communicated progress and roadblocks to stakeholders and made recommendations to remove roadblocks leading to on-time delivery of the project.

LOLA MGMT

Sr Project Manager/Consultant

2019 - 2022

- Leveraged subject matter expertise (SME) in project management, business development, and digital marketing to provide strategic guidance and consultation to a diverse portfolio of 20+ small businesses.
- Consulted with clients to identify and assess their unique business needs, delivering tailored improvement solutions and offering ongoing support to project teams and managers.
- Played a pivotal role in the development and evaluation of project charters and comprehensive project management plans, ensuring alignment with stakeholder requirements and facilitating successful project execution.
- Successfully managed multiple projects simultaneously, effectively assigning and overseeing work activities, meeting critical deadlines, and providing comprehensive project management reporting.

FLORIDA & GEORGIA SCHOOLS

Educator

2015 - 2021

- Instructed elementary, middle, and high school students in Social Studies, Entrepreneurship, and Financial Literacy courses in-person and virtually (synchronous and asynchronous).
- Designed interactive digital courses to promote differentiated instruction in order to adapt the curriculum to the needs of students.
- Developed and led 2 College and Career readiness (virtual) seminars for over 50+ students to network with career professionals and college students.
- Facilitated an after-school student workspace called "Study Hall" that allowed students to work on personal and academic needs, helping to improve reading test scores of over 50+ students by a 15% margin.