

Laura Paul, M.Ed, PMP

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Professional Summary

Results-driven Project Manager with 5+ years of experience leading cross-functional teams across technology, marketing, and business transformation initiatives. Proven track record of managing concurrent projects ranging from \$50K to \$2M in enterprise environments. Successfully led technology migrations, marketing campaigns, and digital transformation projects while consistently meeting stakeholder expectations and project deliverables. Expert in orchestrating diverse teams, optimizing project workflows, and driving operational efficiency through structured project management approaches.

Skills

Enterprise Systems: Salesforce | Workday | Microsoft Platforms

Project Management Tools: Azure DevOps | ServiceNow | Smartsheets | Workfront | Jira | Trello | Asana

Marketing & Design: Mode Analytics | Social Media Platforms | Website Development | Digital Marketing

Methodologies: Agile/Scrum | Waterfall | Design Sprint Process | Software Development Lifecycle (SDLC) | Enterprise PMO

Core Competencies: Cross-functional Team Leadership | Stakeholder Management | Digital Transformation | Risk Mitigation | Process Improvement | Budget Management (\$50K-\$2M) | Campaign Management

Certifications

Project Management Professional (PMP)

Expires Oct 2025

Education

CONCORDIA UNIVERSITY

Master of Education - Career and Technical Education

Sep 2019

UNIVERSITY OF SOUTH FLORIDA

Bachelor of Arts - Interdisciplinary Social Sciences

Dec 2013

Experience

FLORIDA VIRTUAL SCHOOL

IT Project Manager, Enterprise PMO

Dec 2023 - Jun 2024

- Led portfolio of 8-10 enterprise technology enhancement projects across Salesforce, Workday, and Microsoft platforms, successfully managing concurrent 4-12 week project lifecycles
- Orchestrated cross-functional teams of Business Analysts and Developers to modernize internal and external-facing systems, driving operational efficiency improvements across multiple departments
- Managed end-to-end project execution using Azure DevOps for sprint management and ServiceNow for comprehensive project tracking, documentation, and resource planning
- Collaborated with stakeholders across departments to gather requirements, prioritize feature updates, and deliver system enhancements that modernized outdated workflows

EDELMAN FINANCIAL ENGINES

Marketing Project Manager

Sep 2023 - Nov 2023, Jan 2024 - Aug 2024

- Managed portfolio of 25-30 concurrent marketing campaigns with budgets ranging from \$500K to \$2M for Corporate Employer Wealth Programs, delivering 6-12 week project lifecycles from inception to launch

- Orchestrated dual-phase campaign execution process (creative and channel deployment) across multiple platforms including landing pages, email campaigns, digital signage, and presentation decks
- Led cross-functional teams of 7+ members including Marketing Managers, Designers, Writers, Compliance Officers, QA Specialists, and Channel Development teams
- Facilitated critical project touchpoints including kickoff meetings, creative reviews, compliance approvals, and post-campaign performance analysis sessions
- Maintained clear communication channels through structured weekly updates and risk mitigation strategies, ensuring alignment across stakeholders and consistent project momentum

STANFORD UNIVERSITY

IT Project Manager, University IT Infrastructure

Nov 2022 - Jul 2023

- Managed \$1M+ portfolio of 20 department migration projects within enterprise-wide Cisco UCCE implementation program, impacting both university and hospital operations
- Led full software development lifecycle for 10-12 week migration projects, from requirements gathering through post-deployment support, with individual project budgets of \$50K+
- Orchestrated cross-functional teams including Business Systems Analysts, Service Delivery Analysts, and technical staff to execute complex transitions from Avaya to Cisco UCCE platform
- Utilized Smartsheets to maintain comprehensive project documentation, resource allocation, budget tracking, and milestone management across multiple concurrent projects
- Facilitated critical project phases including stakeholder kick-offs, requirements analysis, system testing, user acceptance testing, and end-user training for diverse department stakeholders

SMASH

Project Manager

Jun 2021 - Jul 2021, Jun 2022 - Jul 2022

- Led intensive 5-6 week design sprint projects, managing college intern teams to deliver enterprise solutions for corporate partners:
 - Developed data visualization dashboard using Mode Analytics for biotech company, modernizing outdated Excel-based tracking systems
 - Created high-fidelity mobile app prototype for first-generation college students to navigate admissions and financial aid processes
- Executed dual role as Project Manager and Scrum Master, facilitating daily standups, sprint planning, and retrospectives while mentoring student developers
- Orchestrated collaboration between student teams and corporate stakeholders, including R&D teams, engineers, and subject matter experts
- Implemented agile methodologies and design sprint processes, guiding teams through rapid iteration cycles and user testing phases

LOLA MGMT

Senior Project Manager & Business Consultant

Jun 2019 - Nov 2022

- Led 30+ strategic projects across 20+ businesses, managing comprehensive project lifecycles from initiation through delivery and analytics review
- Orchestrated creative operations for RenderATL tech conference, managing design deliverables and creative content development while maintaining strict brand guidelines
- Spearheaded e-commerce launches achieving above-industry conversion rates (7.4%), including full website development, marketing strategy, and analytics optimization
- Implemented project management methodologies to transform business initiatives into structured deliverables, resulting in successful product launches and marketing campaigns
- Provided strategic consultation on business systems formation, marketing strategy, and digital presence optimization for diverse client portfolio

FLORIDA & GEORGIA SCHOOLS

Educator

Aug 2015 - Jun 2021

- Improved reading test scores of over 50+ students by a 15% margin through facilitation of after-school student workspace "Study Hall" focused on personal and academic development
 - 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
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Professional Community Engagement

MOGUL AXIS

Technical Program Lead

Jan 2022 - Aug 2024

Youth technology workforce development initiative in partnership with Miami-Dade County Public Schools

- Developed comprehensive 5-week summer intensive program connecting high school students with small business clients for hands-on marketing and web development projects
- Built and scaled program curriculum resulting in 20+ student certifications in Digital Marketing, SEO, and Social Media Marketing
- Manage team of project managers overseeing student-led website development and social media marketing initiatives for local businesses
- Design and deliver technical workshops in Copywriting, Design, and Marketing Strategy, while coordinating industry professional speaker series