

# RESUME SAMPLE

City, State • 555.555.1212 • email@email.com

## EXECUTIVE PROFILE

### PROGRAM MANAGEMENT • MARKETING OPERATIONS • BUSINESS PROCESS OPTIMIZATION

#### *Customer Experience, Cost, & Quality Excellence through Resource, Vendor, & Project Management*

Team builder, influencer, and project lead for systems, operations, and strategy impacting millions in revenue. Delivers results through opportunity analysis, creative problem solving, and matrix resource management and offers proven experience leading projects with significant impact for both internal and external customers.

#### ACHIEVEMENT & QUALIFICATION HIGHLIGHTS AT COMPANY NAME

- **Led massive systems integration** to consolidate and integrate multiple billing systems into 1; achieved with minimal impact to customers and continuity.
- **Implemented 50+ enterprise releases and 75+ off-project releases** in just 1 year as IT manager for billing system conversions.
- **Deployed Company's High-Pro promo** under extremely compressed timeline, and with minimal direction, to resounding success, significantly outperforming expected revenue.

- ⇒ Requirements Gathering/Alignment
- ⇒ Vendor Operations & Management
- ⇒ Software Release Management
  - ⇒ Systems Development
- ⇒ Platform Conversions & Migrations
- ⇒ Fraud Prevention & Risk Management
- ⇒ Budgeting & Expense Control
- ⇒ Executive Presentations

## PROFESSIONAL HISTORY

COMPANY, City, State | YYYY – YYYY

Manager, Marketing Operations, COMPANY NAME (YYYY – YYYY)

#### CUSTOMER-FACING PROGRAM MANAGEMENT | PROPRIETARY PROJECT & OTHER LARGE PROJECTS

Achieved cost and efficiency gains across marketing operations as strategic project and operations manager for employee verification program, which aimed to reduce false and/or expired discounts for Company's partners and for the Company subscriber conversion campaign.

#### CUSTOMER EXPERIENCE

- Championed **customer-led experience** as a program pillar, setting aggressive SLAs for customer resolution and encouraging team to continually seek service improvement opportunities.
- **Elevated customer satisfaction** by enhancing self-service capabilities, upgrading Interactive Voice Response (IVR) systems, and clarifying program eligibility language.
- Analyzed **voice of the customer feedback**, performed email/call calibration, and continually optimized Company's conversion campaign.

#### VENDOR MANAGEMENT

- **Strengthened vendor relationships**, clearly communicating expectations and providing transparent support to enable partners to meet SOW obligations and SLAs.
- **Secured \$89K vendor credit** by holding vendor accountable for missed SLA deliverable.

#### BUSINESS VALUE

- Cut trouble tickets and **achieved budget return targets** on employment verification initiative, stemming the tide of millions in lost revenue caused by unqualified discounts.
- Reduced invalid responses through ongoing improvements to the online switch portal. Enhancements alleviated customer confusion and **drove revenue growth to outperform promo projections**.

## Associate Director, IT, COMPANY NAME (YYYY – YYYY)

### 18 EMPLOYEES & 16 CONSULTANTS | SOFTWARE DEVELOPMENT LIFECYCLE MANAGEMENT (SDLC) | DATA USAGE ALERTS

Promoted to program management role and tasked with end-to-end development – from alignment, to implementation, to deployment and release – for usage alerts across multiple ratings types. Managed resource planning and allocation to meet continually evolving project deadlines on projects impacting front-end/back-end systems companywide.

#### COST CONTROLS

- **Led PoC for cost-savings initiatives**, identifying and crystallizing opportunities to lower system development costs through more efficient resource management.

#### TECHNICAL PROJECT MANAGEMENT

- Mentored and directed teams – e.g. full stack developers, QA, UI/UX experts, technical engineers, and business analysts – to **achieve rapid deployment, release, and post-production fixes** for high-visibility application.
- Presented project review to executive stakeholders and other internal committees composed of marketing, application, customer care, network, and finance leaders to **achieve and sustain alignment throughout lifecycle**.

## Manager, IT, COMPANY NAME (YYYY – YYYY)

### 8 EMPLOYEES & 6 CONSULTANTS | SYSTEM CONVERSION REQUIREMENTS GATHERING, PROJECT ALIGNMENT, & IMPLEMENTATION

Recruited to conversion team as project manager for large-scale billing conversion that integrated data maps, rules, and downstream/upstream interfaces from multiple systems into 1. Led matrix teams across multiple business entities in conversion mapping, scheduling, implementation, legacy system retirement, and user training.

#### SYSTEM CONVERSION

- **Spearheaded shutdown of legacy system** after successfully migrating customers, data, and workflow rules to new system, all with zero impact to customers.

#### STAKEHOLDER MANAGEMENT

- Presented to stakeholders at all levels of leadership to **gain buy in, build confidence, and secure resource commitments** for complex initiative with widespread impact.

## Technical Analyst, COMPANY NAME (YYYY – YYYY)

Key member of billing risk management and performance team charged with developing test plans, tracking results, and presenting recommended course of action for preventing Y2K-related outages from revenue processing systems.

## Staff Director, Subscription Fraud, COMPANY NAME (YYYY – YYYY)

### 5 STAFF MANAGERS & 40+ FRAUD ANALYSTS | DEPARTMENT BUDGETING & GOAL SETTING | SYSTEM DEVELOPMENT & OPTIMIZATION

Designed, implemented, and optimized fraud detection systems to safeguard against rapidly growing and constantly changing fraud threat targets. Led matrix project teams in defining critical threats and engineering early fraud prevention and risk management workflows to mitigate revenue loss.

#### SYSTEMS DEVELOPMENT

- **Managed vendors and cross-functional stakeholders** to establish, test, and enhance fraud detection systems.

#### ASSET PROTECTION

- **Significantly reduced lifespan/dollar loss** via implementation of novel methods for fraud identification and prevention.

### *Previous Positions at Company Name include:*

**Staff Manager/Manager/Fraud Analyst, Security Fraud, COMPANY NAME (YYYY – YYYY)**

## EDUCATION

**STATE UNIVERSITY, City, State – Bachelor of Arts (BA) in Sociology**