

COLLEENKLINE

PEOPLE-FOCUSED PROCESS & SYSTEMS ANALYST



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ColleenKline.weebly.com

Highly adept process & system analyst with a versatile platform portfolio that includes Workfront, Mavenlink, HubSpot and Tango Analytics. I am motivated by the ability to manage change that improves people, process and technology. You will see my passion for problem-solving and communication shine through defining business needs, simplifying complex processes and proposing innovative solutions that drive efficiency and deliver results.



RELEVANT WORK EXPERIENCE

DIGITAL OPERATIONS & SYSTEMS ANALYST BATH & BODY WORKS | 8/2021–Present

Enable efficiency of digital teams through tools and processes. Provide insight for continuous improvement and speed to react in retail business climate.

- Led discovery and design workshops to uncover gaps, challenges and opportunities
- Conducted change analysis and developed comprehensive change management program and sponsor network to lead the roll-out of Adobe AEM + Workfront platforms
- Led end-to-end Adobe Workfront implementation for digital enterprise roll-out
- Developed and facilitated custom training for six user personas and 120+ new users
- Conduct Workfront user support, incident resolution, backlog maintenance
- Custom configuration of users, templates, forms and reporting
- Lead change control board (CCB) to govern change impacting integrated systems
- Support business reporting needs and present insightful solutions

OPERATIONS ANALYST FATHOM | 6/2020–8/2021

Enable Fathomers to make informed decisions and improve work efficiency using new tools, processes and proactive insights for faster and easier client delivery.

- Managed implementation of Mavenlink and data migration from Workfront
- Led change management, training and communications for system transition
- Performed UAT and data validation for system transition
- Oversaw and managed billable resource utilization and capacity to ensure positive gross margin impact and support employee retention

SYSTEMS ANALYST SIGNET JEWELERS | 7/2019–6/2020 (Furloughed due to Covid)

Enable digital teams to work more efficiently by enhancing tools and process, and enable business continuity through process documentation.

- Managed integrations and enhancements for Tango Analytics: Real Estate SLM platform
- Data quality management for Oracle DataMart
- Business and systems process development and documentation
- System training development and facilitation

PROJECT SPECIALIST SIGNET JEWELERS | 7/2018–7/2019

Project and change management support for 3-year Path to Brilliance value-driving and enablement transformation initiatives.

- Advisor responsible for coordinating project charter development, project plans, performance reporting and SLT review process
- Manage performance and long-term cross-functional relationship expectations
- Project and change lead for Self-Service Data Enablement initiative to gain competency and adoption for Alteryx + Tableau platforms and centralize enterprise data warehouse



BA IN MARKETING

Kent State University | GPA 3.4
Dean's List Honoree 9 semesters



VALUES

People-First Mindset
Taking Initiative
Continuous Learning + Improvement
Transparent Communication
Exceeding Expectations
Teamwork + Collaboration



PROFESSIONAL SKILLS

Project Management
Prosci® Change Management (CCMP)
Process Improvement
Requirements Gathering
System Configuration + Implementation
System Validation + UAT
Training Development & Facilitation
Workflow Documentation & Automation
Critical Thinking + Problem-Solving
Leadership Influence



PLATFORM PROFICIENCY

MS Office | Google Suite | Visio | Miro |
Smartsheet | Trello | Asana | Mavenlink |
Workfront | Proof HQ | Fusion | AEM |
Alteryx | ServiceNow | Workday | Kronos
| Oracle Fusion Cloud | SuccessFactors |
Tango | Teams | SharePoint | HubSpot |
Salesforce Marketing Cloud

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CONTINUED WORK EXPERIENCE

PROJECT MANAGER KIWI CREATIVE AGENCY | 10/2017–7/2018

Refine tools + processes to maximize resource output and improve client success and experience.

- Process development and action planning for client NPS survey
- Defined website requirements, sitemap, wireframe templates and specifications
- Developed website admin training guides and video tutorials
- Kiwi services content marketing including HubSpot campaign admin

MARKETING SPECIALIST CROSSCOUNTRY MORTGAGE | 9/2016–7/2017

- Expanded and promoted CCM marketing store for Loan Officers and Branch Managers
- Salesforce Marketing Cloud email content development and design
- Develop customer journey maps for marketing automation workflows
- Graphic and marketing services for branch and corporate print and digital pieces
- Print and promotional vendor relationship management

MARKETING COORDINATOR ROUNDTABLE ONLINE LEARNING | 10/2015–8/2016

- Website redesign, content refresh and migration from HubSpot to Expression Engine
- Integrated marketing strategy and execution for an 87% increase in YOY website traffic
- HubSpot sales, email and workflow management
- Industry, competitive and keyword analysis

PROJECT MANAGER LEVEL SEVEN AGENCY | 3/2015–9/2015

- Redesign and launch of Notre Dame College and Renner Otto IP Law websites
- Resource allocation and project scheduling
- Day-to-day high profile client relationship management
- Internal process refinement to maximize resource output and project profitability
- Technical business requirement and specification documentation
- UAT for app and website development solutions

PROJECT MANAGER WIREDVIEWS, INC. AGENCY | 5/2014–2/2015

- Redesign and launch of Greater Akron Chamber website
- Strategic integrated digital marketing campaign for OHDELA which increased organic traffic by 20%, converted 17k online enrollments, reduced acquisition cost by 50%
- Process documentation and resource allocation
- Process refinement to maximize resource output and project profitability
- Kentico CMS content import and guide development

DIGITAL AD PLANNING SPECIALIST II JOANN STORES | 11/2011–5/2014

- Developed digital production process for joann.com and external marketing channels which accounted for 32% of total ecommerce sales
- Collaborated cross-functionally to plan and execute digital promotional content
- Developed and communicated quarterly digital marketing plan
- Developed and facilitated weekly digital marketing asset review process
- Optimized content, design, strategy and segmentation based on performance metrics



LEADERSHIP ROLES

SIGNET DIVERSITY LEADERSHIP TEAM (DLT)

Oct 2019 – June 2020

The objective of the DLT's progressive leadership development opportunity was to cultivate an environment rooted in agility, inclusion and diversity of thought to foster engagement and innovation. Because of their confidence in my talent, passion, experience and dedication to being a valuable contributor, the Diversity & Inclusion selection committee selected me to manage a key DLT initiative.

Project: *Orientation and Transition - Revitalize Orientation program, identify generational motivational factors, grow organizational change management competency, and implement change accordingly.*

SIGNET ANALYTIC CENTER OF EXCELLENCE

July 2019 – June 2020

Chosen by VP of Enterprise Analytics and ACE Leadership team to develop and execute Community communication plan including training, events, news and other relevant information.

Project: Developed Community calendar and SharePoint intranet to consistently plan and share important and engaging content.