MJ O'NEILL, P.M.P. & M.F.A.

PROJECT DELIVERY POWERHOUSE

224-944-6722 |MELINDAJONEILL@YAHOO.COM |PORTLAND, OR

HI!

I'm MJ! A proven senior manager with a unique intersection of creative, technical and consumer management launches. Specialist in complex, metric driven projects requiring deep cross-functional understanding and cooperation incorporating competitive intelligence. I help creative people get stuff done.

KEY LAUNCHES

Data Visualization Platform for Casino Floors – Led cross-functional team to design, build and launch visualization product allowing casino managers to dynamically visualize revenue by machine on their floors

Learning Management Platform – Developed AI, assessment based learning object delivery product that dynamically served lesson modules to learners. On time product launch created new $100 million revenue stream

Packaged HR Software – Led projects that converted custom client software products into packaged, saleable products for HR vertical

Customer Analytics Dashboards – Planned and developed analytics engine and BI dashboards to predict customer engagement with casino machines

WORK HISTORY

Creative and Technical Project Manager Consultant   **2016 - Present**
Independent Contractor

- Oversaw execution of creative and technical projects of high complexity with in-house and external agencies including development of campaign deliverables: promotional tv spots, on-air graphics, web promotions/pages, print collateral, digital & social media ads, events, etc consistent with company's brand and style guides
- Helped client implement Agile methodology to manage creative project queue
- Managed project production of online direct-to-consumer video series. Versed in all Adobe products
- Delivered cross-functional, multiplatform project that increased online customer engagement by 150% working with UX and prod dev team
- Helped client analyze product metrics and competitive landscape to better manage backlog and roadmap
- Delivered cross-functional, multiplatform project that increased online customer engagement by 150%
- Helped client analyze product metrics and to better manage backlog and roadmap
- Grew revenue of Atlanta's oldest chocolate factory 200%. Created all marketing materials and ad copy. Managed Facebook and Instagram campaigns and postings. Used analytics and A/B split testing to determine ad buys and campaign success
- Developed direct mail campaigns for seasonal and holiday sales

Sr. Director of Application Delivery 2006-2016
WMS Gaming/Scientific Games
- Responsible for roadmap, strategic direction and delivery of complex projects for $1 billion dollar developer of hardware & software Casino products
- Led partnership with stakeholders, thought partners, and customers to analyze use cases and real life scenarios ensuring usability of next-in-line roadmap features
- Managed feature enhancement and bug resolution process, responsible for product strategy, roadmap and scrums
- Leadership and budget responsibility for $30 million dollar cross-department process improvement initiative. Design focused on streamlining transactions and reducing customizations while allowing increased collaboration from casino product design, manufacturing and delivery teams
- Worked with creative teams to increase product delivery timeliness by 23% through development and deployment of custom product lifecycle management tool aligned with both agile and lean process initiatives
- Named Manager of the Quarter and received Above and Beyond award

Sr. Manager of Application Development 2005-2006
Rexnord, Inc.
- Responsible for development and implementation teams of Web and ERP applications for a $1B dollar manufacturer
- Designed and deployed online customer self-service and order entry application to handle $120 million in transactions and increased revenue by 12%
- Oversaw team responsible for web portals used for organization collaboration. Custom developed numerous applications to support required business functionality

Director of Learning Platforms 1999 - 2005
Thompson Learning

- Headed software and systems development organization for global online training system with 1 Million registered users, localized into 8 languages
- Created dynamic product UI to present unique branded client environments to each client decreasing deployment time by 60%
- Worked with cross-functional team to develop AI, assessment based learning object delivery product. On time product launch created new $100 million revenue stream
- Reduced legacy applications support costs 20% by establishing and managing an outsourcing relationship with Indian-based offshore vendor.

EDUCATION, CERTIFICATIONS & PUBLICATIONS

Master of Fine Arts in Creative Writing
Southern New Hampshire University
Teaching Certificate in Writing
4.0 GPA
Project Management Professional
(P.M.P.) – Project Management
Institute

BA in Multidisciplinary Studies
North Carolina State University
Business Communications
Summa Cum Laude
Agile Project Management
Certificate – Project Management
Institute

SKILLS

Project Management

- Waterfall, Agile Scrum, XP and APF
- MS Project, Basecamp, Jira, Smartsheet, Trello
- Agile Scrum ceremonies (e.g. backlog grooming, sprint planning, standups, and retrospectives
- Project Initiation, requirements documentation and milestone tracking. Risk targeting and management, Budget tracking
- Presentation packages such as PowerPoint & Corel,
- Skilled Visio Professional for creating project plans, process flows and system and data models
- Significant experience implementing SharePoint/Teams and designing applications for SharePoint as a collaboration platform

Process Management Tools & Methods
- Six Sigma,
- Lean MFG,
- Led numerous Kaizens

Creative Design
- Print Ads
- Adobe Creative Suite
- Video and broadcast
- Facebook/Instagram posts and campaigns
- Direct Mail creative pieces and targeting
- Email campaign creatives and tracking

- Branding, rebranding and rollout of brand guides
- SEO optimization and analytics

Business Intelligence Packages

- SAP Business Objects, Crystal Reports
- Microsoft SQL Analytics
- Tableu, SAS
- Data warehouse design and implementation
- Oracle OBIEE
- Cognos

Software and Development
- XML technologies for content mgt, CSS and HTML, Java, J2EE, JSP, Java Script, ASP, .Net, COM, DCOM, VB, C#, C, C++, Cold Fussion, Ajax,

ERP and Accounting Systems
- Oracle eSuite, Sales Force, PeopleSoft, SAP, JDEdwards

Databases and Tools
- MS SQL and Access, DB2, SAP Hanna, NoSQL
Oracle, Exadata, Erwin, DB Artisan, Toad, Data Stage