

MARIA SHANLEY

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Digital Projects Coordinator with 5+ of combined experience in marketing and website development. Experience leading cross-functional UX, creative and programming teams. Helping traditional companies pivot into current digital solutions and streamlining agile methodology implementation within startups.

PROFESSIONAL EXPERIENCE

GALE Partners, LLC New York, NY

Digital Projects Coordinator | December 2016– Present

- Establishing an Agile environment for a new team of designers, developers, and copywriters; Planning daily and weekly stand up using JIRA and Trello; reworking JIRA to reflect best team practices
- Project and relationship coordinator for high-pressure luxury automotive client (\$1M)
- Creating timelines, Gantt charts for over 15 streams of projects at once
- Leading Project Retrospectives
- Launching cross-sectional, multi-vendor CRM campaigns on bi-monthly basis with work flows including QA, client review, legal review and Printing/Development time within \$250K and \$1M budgets
- Overseeing automotive client's loyalty program re-design, including new website and branding
- Creating timelines, work back schedules and Gantt charts for over 15 streams of projects at once
- Writing internal instructional documentation and briefs

John Wiley & Sons, Inc. Hoboken, NJ

Editorial Program Coordinator/Digital Projects | July 2015 – December 2016

Technology Design & Innovation Coordinator | May 2014 – July 2015

Editorial Assistant, AGU Partnership | January 2013 – May 2014

- Project lead in the creation of society-personalized “hub” sites and mobile apps
- In one year, reduced “hub” website delivery time from six months to one
- Published and updated content on all internal and client facing systems in HTML, dotCMS and CSS
- Created timelines, work back schedules and work flows using Basecamp, Excel, and Outlook
- Streamlined production by implementing overarching wireframes, reducing feedback loops and integrating lessons learned during production
- Assisting with relationship management for over a dozen life science society partners (\$100K to \$1M)
- Organizing annual strategy sessions for team portfolio, including Monthly, Quarterly and Annual Reporting
- Managed UX research and brainstorming events for a team of 12
- First Assistant in a \$4M partnership launch
- Assisted society transitions from self-publishing into Wiley systems OTIS and Wiley Online Library

Winston Staffing Services LLC, Rutherford, NJ

Social Media Coordinator | May 2012 – January 2013

- Established and maintained staffing company's web presence, including: blog, logos, page backgrounds, social media updates, Wordpress and SEO optimization
- Assisted clients with social media maintenance

Ramapo College of New Jersey, Mahwah, NJ

Information Technology Services Coordinator | May 2011 – May 2012

- Supervised annual computer inventory
- Answered phones and input assignments for technicians
- Trouble-shooting email set up, virus removal and Windows program installation remotely and in-person
- Heavy conflict resolution daily

EDUCATION

Ramapo College of New Jersey, Mahwah, NJ

Bachelor of Arts in History, GPA 3.74 | May 2012

Phi Alpha Theta History Honors Society, Phi Alpha Delta Pre-Law 2012 President