

## **Taylor O'Neal**

2420 Westlake Ave N, Unit 5, Seattle, WA

[taylor@tayloroneal.com](mailto:taylor@tayloroneal.com) [www.tayloroneal.com](http://www.tayloroneal.com) (312) 380-6255

I am seeking a position with an organization that can utilize my 10 years of strategy, business design, communication, presentation and technology skills to deliver great customer-focused businesses and products.

### **Experience**

CONSULTANT – Seattle, Washington

July 2017 - Present

*Consultant to early stage social media startup on strategy including pitch deck creation, product-market fit, business models, and financial models.*

REVEL CONSULTING – Seattle, Washington

March 2014 - January 2017

*Consulting agency that works with Fortune 100 technology companies in the digital transformation and strategy spaces.*

### **Manager**

- Sold ~\$1M of services including product development, program management in 2016
- Managed a team of a peak of 14 people, conducting 1x1s, coaching, performance evaluations
- Conducted interviews and hiring decisions to bring top performing associates
- Authored statements of work, contracts, and staffing plans.

### **Program Manager, eCommerce & telesales Growth Hacking team, T-Mobile**

- Built a high performing team of 7 people to effectively launch digital products within as little as 6 week targets from strategy to execution including UX Surveys, creative briefs, training, launch activities, sales data analysis and performance optimization and other product management activities
- Conducted experiments including a/b tests to maximize key metrics including engagement & conversion
- Created a culture of learning, support and fun through feedback, listening and team activities
- Managed key vendor agencies and stakeholders to launch major online advertising, email and mobile marketing programs for e-commerce and telesales for a major telecommunications company.
- Project manager for scaling of online click to call advertisements, managing onboarding of call centers and data, as well as performance optimization and managing the vendor relationship
- Business owner for requirements involving the sales organization on several initiatives developing and validating requirements

LOFT9 CONSULTING – Seattle, Washington

July 2012 – March 2014

*Project management and analytics consulting practice.*

Project management and analytics consultant working between business and technology to deliver software projects on time and on budget.

**Lead Project Manager** for digital signage software (AccessVia at the time a Lexmark company) for Kohl's Department Stores to launch to corporate and 1,100 stores, working with agile development team and managing client feature requests, requirements and expectations.

**Business Launch Manager** for Microsoft, driving international expansion of an Online/eCommerce product licensing portal, impacting seven Partners and 35 enterprise clients across Canada, the UK and Germany. Managed multi-functional business, process and IT engagement.

Created, advocated for, and gained executive sign-off on Agile-hybrid PM process—increasing process control and scope management between releases for a large enterprise client.

### **Data Analyst**

Completed an extensive cross-organizational consumer data analysis and map, encompassing all owned businesses and divisions for a large media client resulting in a comprehensive central data flow diagram in Visio that showed the organization new opportunities for consolidation, new uses and integration in regards to all types of data stores including Hadoop, DMPs, 3rd party sources and traditional databases.

IBM GLOBAL BUSINESS SERVICES – Chicago, Illinois

2007-2010

*World's largest business and technology services provider.*

### **Project Manager, Software SME & Trainer**

Traveled extensively to direct Quality Management initiatives for Enterprise Software Deployment teams across North America. Orchestrated project management, testing, and reporting (business intelligence) for major software implementations. Teamed with variety of subject matter experts to develop and deliver innovative training modules with particular focus on product traceability in line with government requirements.

- Accelerated successful site support disengagement 50% through strategic process development.
- Trained and presented to 500+ for Fortune 100 consumer goods company at all levels

### **INTERNSHIPS**

AT&T INTERACTIVE – San Francisco, California

Summer 2011

*Yellowpages.com a Subsidiary of AT&T, Inc. at the time.*

### **Business Intelligence Analyst**

Multifaceted and cross-functional internship liaising between business and technology to strategically optimize mobile, local, and social advertising enterprises for AT&T. Authored web-based documentation on company history and business progression. Played key role in vendor evaluations of BI dashboard tools.

- Designed and delivered training program to train more than 50 employees in business intelligence
- Lead a project to standardize KPIs in reporting
- Presented project results to senior leadership including CEO

ERNST & YOUNG LLP – Chicago, Illinois

Summer 2006

*One of the largest professional services networks in the world.*

### **Technology Risk Analyst**

Completed IT governance and audit engagements for major clients in Transportation and Finance markets. Tested technology controls to ensure accuracy of financial reporting.

NCR CORPORATION – Dayton, Ohio

Summer 2004 & Summer 2005

*Technology company specializing in kiosk products for the retail, financial, travel, healthcare, food service, entertainment, gaming, and public sector industries.*

### **Enterprise Resource Planning Web Designer**

Integral member of Resource Planning Group collaborating with global Subject Matter Experts to create comprehensive user training for global e-procurement system responsible for \$3B+ in spending.

- Reduced support overhead by promoting self-sufficiency through development of interactive web tool to resolve invoice issues.
- Created revamped procurement training for users coordinating with SMEs increasing efficiency and reach of small team

### **Education**

**M.B.A., Innovation & Strategic Management – University of Toronto – Toronto, ON (2012)**

**M.S., Information Systems – Indiana University – Bloomington, IN (2006)**

**B.S., General Business, Minor, Management Information Systems – Miami University – Oxford, OH (2005)**

Product Management - **General Assembly (2014)**

User Experience (UX) Design - **General Assembly (2017)**

### **Certifications**

**PMP (Project Management Professional)** - Project Management Institute 2013

**CSPO (Certified Scrum Product Owner)** - Scrum Alliance 2013

**CPM (Certified Product Manager)** – AIPMM 2014

### **Software**

Adobe Analytics/SiteCatalyst – Business Intelligence Analytics

Advanced Microsoft Excel Modeling: Decision Trees, Option Analysis, Sensitivity Analysis, PivotTables

Enterprise Resource Planning Software (SAP) – SQL

Adobe XD (Prototyping) - Sketch - (Wireframing) – Wordpress – some Adobe Creative Cloud

Confluence – Asana – Trello