



MARA FINKELSTEIN

MSCDI, MIB, BGBDA, CAPM

A leader who fosters strong relationships with clients and solves problems with creativity and innovation. Over three years experience working collaboratively with cross-discipline teams and managing digital and web-based projects. Proven track record of building and executing holistic and innovative experiences for the end-user. A positive and hardworking person who has strong emotional intelligence and is comfortable influencing a team and any conflicts that may arise.

EDUCATION

MASTER OF SCIENCE IN DISRUPTIVE INNOVATION

Hult International Business School
San Francisco, USA

March 2020

MASTER OF INTERNATIONAL BUSINESS

Hult International Business School
London, UK

August 2019

BACHELOR OF GLOBAL BUSINESS & DIGITAL ARTS

University of Waterloo, Canada

June 2017

CERTIFIED ASSOCIATED OF PROJECT MANAGEMENT

Project Management Institution

December 2015

SKILLS

- Digital Strategy
- Product & Project Management (lean & agile)
- Basic SQL, HTML, CSS & Google Analytics
- Team Management & Conflict Resolution
- High Emotional Intelligence
- Strong Communication
- UX / UI Design & User Testing
- Dedicated Customer Service
- Branding & Keen Eye for Design
- Microsoft Office, CMS Management & Team Softwares (ie. Jira, Asana, Slack)

AWARDS

Dean's Scholar | Hult International Business School, UK (2018)

Dean's List | University of Waterloo (2017)

Global Experience Certificate | University of Waterloo (2017)

Christie Digital Award | University of Waterloo (2013) Student group animation project, Project Lead Facilitator

CAREER SUMMARY

PRODUCT DEVELOPMENT & OPERATIONS

EduShare | September 2019 - Present (Consultant)

Guiding product strategy and development while working cross-functionally with team to define and build minimal viable product (MVP).

- Developing personas, user journey map and product flow using data/insights and UX research. Advising creation of wireframes and UI designs.
- Contributing to various ad-hoc research and business analyses to assess opportunities and risks.
- Overseeing all operation related tasks to establishing an agile team, including launching collaborative tools to manage remote team.

PRODUCT MANAGER

10x | May - July 2019 (Internship, UK)

Worked with emerging start-up, Atomley, to develop ideas on over 6 products and brought 3 into use.

- Shaped system for programmable printing producing 1000s of individualised physical invitations, tailored to each event.
- Coached entry-level intern on research strategies and writing briefs.
- Collaborated with over 15 partners to develop over 6 products and implemented 3, including testing methodologies and customer journeys for new products.

ACCOUNT COORDINATOR, DIGITAL

Kenna | August 2017 - August 2018

Led digital teams that highlighted technology, creativity and innovation to solve problems for clients.

- Applied client's corporate updates to all platforms and managed a cross-discipline team that ensured the large site, with over 1000 web pages, properly implemented all required changes in an efficient manner.
- Executed 25 creative and digital projects with tight timelines and lack of resources, sustaining the client's brand and storytelling online.
- Standardized 15 campaign sites, providing superior user experience, updated visuals and strong messaging guiding users to streamline the work.

JUNIOR PROJECT MANAGER, STRATEGY & INNOVATION

Club Coffee | June 2016 - August 2016 (Co-op)

Utilized project management tools in competitor research to assist sales and marketing teams with strategy.

- Identified and assessed price, position and promotion of 1000s of SKUs (stock keeping unit) in single-serve market, highlighting key strategic opportunities.
- Designed, managed and delivered social media training sessions to 50 staff, raising knowledge and understanding of social media in current market place.
- Conducted an in-depth analysis, whose findings guided sales and marketing strategies.

CONTACT DETAILS

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