



MARA FINKELSTEIN

MSCDI, MIB, BGBDA, CAPM

A strategic 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 strategy to create a holistic and innovative experience for the end-user. A positive and hardworking person who has strong emotional intelligence and is comfortable managing a team and any conflicts that may arise.

CONTACT DETAILS

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ACADEMIC BACKGROUND

MASTER OF DISRUPTIVE INNOVATION

Hult International Business School
Expected March 2020

MASTER OF INTERNATIONAL BUSINESS

Hult International Business School
August 2019

BACHELOR OF GLOBAL BUSINESS & DIGITAL ARTS

University of Waterloo
June 2017

CERTIFIED ASSOCIATED OF PROJECT MANAGEMENT

Project Management Institution
December 2015

SKILLS

- Digital Strategy
- Product & Project Management (lean & agile)
- Team Management & Conflict Resolution
- High Emotional Intelligence
- Strong Communication
- UX / UI Design & User Testing
- Dedicated Customer Service
- Branding & Keen Eye for Design
- Microsoft Office

ACCOMPLISHMENTS

- **Dean's Scholar**, Hult International Business School, London (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

VP, PRODUCT DEVELOPMENT & OPERATIONS

EduShare | September 2019 - Present

Developing company processes and executing strategy in preparations for minimal viable product with CEO.

- Recruiting, hiring and managing 3 team members in design, UX and business development.

DIGITAL PROJECT MANAGER

845 St. Clair | April 2017 - Present

Leading digital transformation of firm to include internet usage, modern technologies and a fitting online presence.

- Creating and managing website for general and private information for tenants to connect with management, easing communication and day-to-day operations.
- Solving several technical onboarding issues, leading to the modernisation of a 50+ years company and ensuring that the company is 'future-proof'.

PRODUCT MANAGER

10x | May - July 2019

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

- Shaped system for programable 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.
- Standardised 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

Utilised 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.