

Jim Trainor

Digital Project Manager

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Certified Scrum Master (CSM) with more than 25 years' success transforming business initiatives into technology solutions. Expertise applying Agile methodology to software development life-cycle (SDLC), creating user stories and product backlogs, grooming, and estimating effort for specified sprints. Adept at preparing technical specifications and functional documentation for complex system updates. Experience setting up and managing e-Commerce and social media campaigns, tracking metrics using tools such as Hootsuite. Expert presenter, negotiator, and businessperson; able to forge solid relationships with key internal and external stakeholders, building consensus across multiple organizational levels.

Areas of Expertise include:

DXM/PIM/DAM Platforms	BA / User Stories	JIRA/Teams/Miro
Social Media Marketing	Content Management/PIM	Salesforce / Pardot Cloud
User Experience	Web Analytics / SEO / SEM	e-Commerce
PPC / Adwords Campaign Analysis	Marketing Automation	Competitive Analysis

Professional Experience

www.jimtrainor.com • Methuen, MA • April 2019 to Present

Consultant

Provide consulting services interactively guiding clients through all phases of digital initiatives, delivering clean UX design that quickly elicits expected responses, whether they be lead generation, e-commerce cart adds, or hand-offs to third-party applications. Embrace Agile SAFe framework methodologies to assure projects are delivered on time and within budget.

Hologic • Marlborough MA • March 2022 to August 2022

Sr Solution Delivery Analyst, IT

Analyst working with Product Marketing and IT teams on integrations between front end digital properties and back-office applications. Also work with external agencies on Acquia cloud configurations and updates to the Drupal codebases.

Key Accomplishments:

- Managed Pardot form and form handler integrations for marketing / external agencies with for campaign lead generation
- Created and updated Drupal webform for use on branded websites and landing pages
- Worked with external agency on creation of new forms incorporating business logic and rules for hologic.com
- Managed RFP for vendor selection for Domain/DNS consolidation of 1100 domains owned by Hologic and subsidiaries

Houghton Mifflin Harcourt • Boston MA • June 2020 to December 2021

Senior Delivery Lead

Managed updates to the support portal @ support.hmhco.com. Oversaw Agile Dev team of internal and offshore/nearshore teams.

Key Accomplishments:

- Managed updates to new support portal managed via Salesforce Experience Cloud
- Oversaw JIRA board including setup of Saga/Epics/Stories
- Managed backlog refinement with Product Owner and effort estimation scoring
- Managed all Agile SPrint Ceremonies retrospective, demos and resource allocations

Knoll • East Greenville PA • Oct 2020 to March 2021

Digital Project Manager

Led internal team on a series of company discovery workshops that reviewed current CMS and vertical digital platforms. Based on requirements, feedback, and discussion with industry analyst from Gartner, let a series of business and use case level demos of the selected platforms

Key Accomplishments:

- Captured and documented new business requirements for new DXP, PIM, and CDP platforms
- Managed multiple DXP / CMS demo setup / goals for Adobe/ Magento, Acquia/Digital Studio, and Liferay portal
- Reviewed multiple PIM platforms and developed use case demos for InRiver and EnterWorks PIM platforms

Isovera • Waltham, MA • June 2019 to July 2020

Technical Project Manager

Manage multiple clients hosted through internal servers and Pantheon. Manages update to Drupal templates, including Site factory 1 off templates. Built e commerce integration for donor form via Stripe API integration

Key Accomplishments:

- Nominated for 2020 Acquia Engage Awards for online giving platform developed in less than a week
- Manage geographically diverse project teams from 2 to 10 people,
- Oversaw project budgets from 50 to 500 k,
- Project tasks included Drupal D8 migrations, Acquia Site Factory, Lift, and Digital Studio, Wordpress, Stripe integration, and E-Commerce processing

MBTA • Boston, MA • 2018 to April 2019

Systems Analyst

Analyze current intranet infrastructure for 6000-person government organization, conducting a technical needs assessment of internal and field users needs to determine archetypal systems users (personas).

Key Accomplishments:

- Evaluate headless CMS (back-end only content management system) solutions, completing in-depth analyses to determine the validity of solutions; prepared technical analysis for senior stakeholders.

Epsilon • remote • 2015 to 2018

Digital Senior Business Systems Analyst

Defined requirements and conducted systems analyses for B2C, B2B, and custom mobile applications for digital technology solutions. Prepared updates and migrations to new CMS solutions, including AEM, Sitecore, and Jahia via Agile and Agile Hybrid development. Clients included Ben & Jerrys, GM Financial, Family Dollar, Uncle Bens, LionTree Financial, and Seeds of Change.

Key Accomplishments:

- Implemented custom marketing automation application using Harmony for JP Morgan Chase, incorporating Harmony with Custom UI and Oracle RTD to create custom email marketing lists based on brand and Opt In business rules.
- Coordinated integration of third-party apps and APIs, including Olapic, ItemMaster, Tint, Webcollage, and Amazon store, with full suite.
- Performed website transformations to new CMS solutions for Fortune 100 companies including Family Dollar, Ben & Jerry's, and GMF Financial.
- Served as scrum master on two full site designs for M&M Mars including Ben's Beginners and Seed of Change

Liberty Mutual • Portsmouth, NH • 2015

Senior Business Systems Analyst

As a POD team member, launched a feature-rich eClaim application (mobile and web) using Agile lean management process to cultivate employee engagement.

Key Accomplishments:

- Converted Desktop and hybrid eClaim applications into responsive design framework to match current mobile app.
- Spearheaded fast, iterative changes via a two-week spring cycle, testing new wireframe designs using SaaS usability services and Adobe Target.

Vicor Corporation • Andover, MA • 2008 to 2015

Sr Business Systems Analyst / Project Manager

Managed CMS update, adopting 960 gs responsive design for mobile platforms; oversaw the conversion of a corporate website from php-based site to open source CMS system using Jahia CMS. Directed RFQ process for

vendor selection for CMS template builds and server infrastructure development. Added eCommerce capabilities to corporate websites.

Key Accomplishments:

- Led Java-based Sales Order Management Application project, preparing specifications and coordinating integration in global offices.
- Managed project to automate user data-sheet requests “on the fly” using specifications and ATE data sources.
- Coordinated updates to the corporate website, Order Management application, and DataSheet creation tool.
- Conducted data analytics, evaluating data from Google Analytics, Ad Words, and Google Tag Manager to determine the effectiveness of social media and digital campaigns.
- Spearheaded implementation of WordPress blog for corporate sales and marketing team, integrating social media tools and campaign management.

Helium Inc • Andover, MA • 2006 to 2008

Project Manager

As project manager for Web 2.0 user-generated content website, managed scheduled and weekly releases from scope definition to deployment. Facilitate weekly status updates, preparing executive reports and planning recommendations.

Key Accomplishments:

- Managed website capabilities, defining requirements, coordinating releases and updates, and tracking bugs.

Selected Additional Experience

Bose Corporation, Project Manager, Stow, MA

Managed all aspects of project life-cycle for the discovery of functional specs to QA and final release.

BONTRA Web, Owner/Analyst, Methuen, MA

Created e-Commerce applications for golf product introduction, preparing flash and web-based email marketing programs.

Schneider Automation, Principal eBusiness Analyst, North Andover, MA

Liaised between business units and the e-business team managing all aspects of updates and new requests for five websites, all product verticals presented in multiple languages.

Education

Bachelor of Science, Mass Communication

Boston University • Boston, MA

_____Certificates & Licenses

Computer Programming Certificate, Computer Learning Center, Somerville MA

Certificate in design, implementation, and debugging of Visual Basic, Foxpro, C, Perl and shell scripts in DOS and Unix environments