



# 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, web-based and SaaS 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 ASSOCIATE 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 List** | Hult International Business School, USA (2020)

**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

### TECHNICAL PROJECT MANAGER

Foodmaestro | April 2021 - Present

**Leading team through multiple concurrent client implementations and product development activities.**

- Identifying bottlenecks, managing risk and reporting on delivery status to multiple stakeholders. Stimulating strong team communication and culture,
- Increasing efficiency by improving process and improving scalability.

### MARA FINKELSTEIN CONSULTING

May 2019 - April 2021 (Consultant)

#### PRODUCT MANAGER, SWIFTRIDE

- Created and implemented clear process for product development team of 6 on 2 different products. Optimized product operations for efficient scaling.

#### PRODUCTS & OPERATIONS, EDUSHARE

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

#### PRODUCT MANAGER, 10X

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

#### DIGITAL PROJECT MANAGER, 845 ST CLAIR

- Led digital transformation of firm to include internet usage, modern technologies and improved communications.

### 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. Led design change meetings.
- Executed 25 creative and digital projects with tight timelines and lack of resources, sustaining the client's brand and storytelling online. Garnered stakeholder buy-in.
- 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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For more information about my past work and volunteer experience, please visit my LinkedIn profile.  
<https://www.linkedin.com/in/marafinkelstein/>