



MARA FINKELSTEIN

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A leader who fosters strong relationships with clients and solves problems by bringing together diverse and remote teams. Over five years experience 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 managing any conflicts that may arise.

EDUCATION

MASTER OF SCIENCE IN DISRUPTIVE INNOVATION

Hult International Business School
San Francisco, USA
2020
Dean's List 2020

MASTER OF INTERNATIONAL BUSINESS

Hult International Business School
London, UK
2019
Dean's Scholar 2018

BACHELOR OF GLOBAL BUSINESS & DIGITAL ARTS

University of Waterloo, Canada
2017
Dean's List 2017 | Global Experience Certificate 2017 | Christie Digital Award 2013

CERTIFIED ASSOCIATE OF PROJECT MANAGEMENT

Project Management Institution
2015

SKILLS

- Product & Project Management (lean, scrum, & agile)
- Software Development Lifecycle Process
- Team Management & Conflict Resolution
- Roadmapping
- Resource Allocation
- UX / UI Design
- User Testing
- Digital Strategy
- Dedicated Customer Service
- Branding & Keen Eye for Design
- Microsoft Suite, CMS Management & Team Softwares (ie. Jira, Asana, Slack, Confluence)

EXPERIENCE

PROJECT MANAGER

Syatt | Remote (EST) | January 2022 - Present

- Managed 5+ concurrent projects, overseeing client work, product feature development, and e-commerce re-platforming.
- Led a global team to swiftly address technical challenges and deliver tailored solutions that enhanced the shopping experience.
- Proactively balanced client requirements, budgets, and timelines, achieving significant improvements in consumer shopping experiences.

TECHNICAL PROJECT MANAGER

Foodmaestro (acquired by Walmart) | Toronto, Canada (Remote) | April - December 2021

- Led team through multiple concurrent data-focused client implementations and product development activities.
- Identified bottlenecks, effectively managed risks, and provided regular status reports to multiple stakeholders.
- Managed resource allocation for a diverse portfolio comprising more than 10 projects.
- Increased efficiency by improving process and scalability.

MARA FINKELSTEIN CONSULTING

Toronto, Canada (Remote) | January 2019 - Present

- Managed project and product support for four clients (3-18 month engagements) and launched 4 MVPs.
- Led market assessments and product feature implementation with a team of six developers.
- Analyzed product performance and developed a strategic roadmap for future improvements.
- Spearheaded digital transformation for 2 clients, integrating modern technologies and enhancing communication practices.

Consulting services covered: Product, Operations, Digital Transformation, Project Management, Web, & Strategy

ACCOUNT COORDINATOR, DIGITAL

Kenna | Mississauga, Canada | August 2017 - July 2018

- Applied corporate updates across platforms, managing a cross-disciplinary team for efficient implementation on a 1,000+ page site.
- Led design change meetings.
- Successfully executed 25 creative digital projects under tight timelines and resource constraints, maintaining the client's brand and gaining stakeholder approval.