



MARA FINKELSTEIN

+1 (416) 294-7426
mara.finkelstein@yahoo.ca
<https://www.linkedin.com/in/marafinkelstein/>

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

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

EXPERIENCE

PROJECT MANAGER Syatt | January 2022 - Present

- Oversaw more than 5 concurrent projects, including client work, the development of new product features, and full e-commerce re-platforms.
- Effectively led and coordinated a globally distributed team of designers, developers, and client stakeholders to swiftly address technical challenges.
- Proactively balanced client requirements, budgets, and timelines, delivering tailored solutions that significantly improved the shopping experience for consumers.

TECHNICAL PROJECT MANAGER Foodmaestro | 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 2019 - Present

- Provided project and product management support to four clients, overseeing three to eighteen month engagements & ongoing ad-hoc client support.
- Successfully launched 4 minimal viable products (MVP) from initial concept to release.
- Collaborated with teams to assess market viability, conducted research, and worked with a team of six developers to implement product features. Analyzed product performance in the market and developed a strategic roadmap for future enhancements.
- Spearheaded 2 client's digital transformation efforts, encompassing internet integration, adoption of modern technologies, and improved communication practices.

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

ACCOUNT COORDINATOR, DIGITAL Kenna | August 2017 - July 2018

- Applied client's corporate updates across all platforms, managing a cross-disciplinary team for efficient implementation on a site with 1,000+ pages. Led design change meetings.
- Executed 25 creative digital projects under tight timelines and resource constraints, sustaining the client's brand and securing stakeholder buy-in.

JUNIOR PROJECT MANAGER, STRATEGY & INNOVATION

Club Coffee | Summer 2016 (Co-op)

- Created and presented social media training sessions for a group of 50 team members.
- Performed a comprehensive market forecasting analysis, resulting in strategic adjustments in sales and marketing