

# Mara Cole

Conway, Arkansas

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Experienced Web Project Manager with a strong background in web development and digital marketing, specializing in Agile methodologies. Proven track record of collaborating with cross-functional teams to deliver high-impact projects. Skilled in working with diverse clients, including large corporations, small businesses, and national non-profits, to optimize their web presence and drive meaningful engagement.

## **EDUCATION**

University of Central Arkansas, Conway, AR  
*Bachelor of Business Administration*  
Major: Management Information Systems

## **CERTIFICATIONS**

Certified ScrumMaster (CSM)  
Certified Scrum Product Owner (CSPO)  
Smartsheet Product Certified

## **ACTIVITIES**

Volunteer and Organizer for Grassroots' Showers for the Homeless organization (2023 – present)

Webmaster & Board Member for the Young Professionals of Conway, a satellite club of Conway's Noon Rotary Club (2017 – 2019)

Member and Membership Committee Leader for Business Networkers International (BNI) (2016 – 2019)

Ambassador for the Conway Area Chamber of Commerce (2016 – 2018)

Volunteered & donated web design, development, and maintenance to local nonprofits such as Conway's Bethlehem House for the Homeless and the Women's Shelter of Central Arkansas (2016 – 2017)

## **SKILLS**

### **Project Management Skills:**

- Agile Project Management (Scrum & Kanban Methodologies)
- Waterfall Methodologies
- Project Planning
- Communication & Client Relations
- Risk & Time Management
- Budget Pacing
- Process Design & Documentation Creation
- Leadership & Team Management
- Project Scheduling
- Strategic Planning
- Web Lifecycle Management

### **Project Management Tools:**

Azure DevOps, Smartsheet, JIRA, Microsoft Suite, Google Suite, FreshBooks, ClickUp, Teamwork, Basecamp, BugHerd

### **Digital Marketing Tools & Experience:**

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Analytics, A/B Testing, Web Design & Development, SiteImprove

### **Content Management Systems:**

WordPress, Kentico, Squarespace, Sitefinity

### **Web-Based Languages:**

HTML, CSS, PHP

### **Databases:**

Access, SQL, MySQL, Oracle

## **WORK EXPERIENCE**

**Teal Media**, Washington, DC (Remote)

*January 2022 – March 2024*

### ***Project Manager***

- Successfully managed project timelines, scopes, and budgets for over 30+ clients in the non-profit space
- Established strong relationships with clients and contractors, setting clear expectations and deliverables
- Managed multiple projects throughout a website's lifecycle for services including website redesigns, ongoing web support, SEO optimizations, usability and accessibility audits, and various other web and digital marketing initiatives
- Led and facilitated kickoffs, trainings, demos, and reporting while serving as a liaison between clients and internal design and development teams
- Created and maintained processes for post-launch retainers to push iterative improvements and maintenance for client sites

### ***Project Coordinator***

- Worked with non-profit organizations on website redesigns and rebranding by collaborating with other project managers and our internal cross-functional teams on project status and updates
- Collaborated on site edits, updates, and quality assurance (QA) tasks utilizing WordPress CMS
- Communicated clear deliverables for our clients with requirements gathering and documentation
- Improved internal project management processes using tools such as Google Suite, ClickUp, Teamwork, FreshBooks, Asana, BugHerd, and Basecamp

**Kinetic by Windstream**, Little Rock, Arkansas (Hybrid)

*November 2018 – December 2021*

### ***Agile Project Manager / Scrum Master***

- Coordinated projects with multiple teams implementing content on eCommerce and informational websites with millions of views per month
- Organized and executed requirements from marketing campaign briefs to actionable items for web development teams and stakeholders
- Prioritized tasks when risks arise and adapted strategies to meet the overall goals
- Lead and managed the implementation of agile scrum methodologies for more efficient teams
- Communicated goals and progress of projects to leadership
- Created documentation for technical projects, agile processes, and deployment schedules

### ***UX Front-End Developer***

- Implemented, updated, and maintained content with CMSs such as Kentico and Sitefinity
- QA'd & tested responsive web design for a variety of mobile platforms
- Used Google Analytics and A/B testing to help provide better SEO and digital strategies
- Helped implement new branding, content, and design on eCommerce sites
- Worked with several internal and external offshore teams to provide better UX development for projects

**CloudZen Designs, LLC**, Conway, Arkansas

*October 2015 - Present*

### ***Owner & Web Strategist***

- Created and developed websites through the entire website lifecycle with CMS tools such as WordPress
- Demonstrated high proficiency in Google Analytics, Google Search Console, and Web Master tools to extract valuable insights and optimize website performance
- Implemented effective SEO and SEM strategies to enhance online visibility and drive targeted traffic
- Communicated with clients and vendors to explain complex details to non-technical stakeholders
- Implemented security measures such as SSL certificates, encryption, and authentication for accounts
- Designed and developed websites by executing well-planned processes and strategies to clients
- Maintained hosting accounts, domains, and emails for multiple users
- Able to accommodate and implement eCommerce solutions as well as maintain PCI compliance