

SARA GRAY

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DIGITAL PRODUCT OPERATIONS MANAGER

RELATED EXPERIENCE

Product Operations Manager, Resource Global Professionals, Atlanta, GA October 2020 – Present

- Managed product operations for a 4000+ user internal knowledge management platform as part of a team of 4 FTE's
- Tracked scope of project as it developed to forecast upcoming opportunities; escalated to product owner as necessary.
- Tracked and managed project budget of \$260,000
- Owned the product feature backlog and managed 193 features.
- Operated Akumina CMS to edit content on internal RGP knowledge management platform of 34 department sites.
- Provided thought leadership and hands-on support in asset management and content organization.
- Organized and led user acceptance testing efforts for 200 people internationally across the organization.
- Managed and resolved product defects, escalating accordingly.
- Developed and delivered training experiences for 100 end users.
- Produced and managed all product-related documentation in Microsoft Office, Smartsheet, and JIRA
- Developed prototypes of sites in Axure RP software using a design-thinking based approach.
- Served as first-level product support for users through feedback management and defect problem solving.
- Served as primary point of contact for 100 people during their site development cycles.

Supervisor, Lucky Brand Jeans, Kennesaw, GA May 2019 – October 2020

- Earned promotion to supervisor role in recognition of leadership potential, tenure, brand knowledge, and sales success.
- Managed staff of 12-20 associates, including proactive coaching to improve sales skills, modeling best practices, and monitoring employees' adherence to store and corporate policies.
- Analyzed key performance indicators (KPIs) via sales reports, including dollars and units per transaction, total sales, and store traffic. Identified trends and adjusted strategy to improve KPIs.
- Prepared reports for district management and partnered with leadership team to establish store expectations and goals.

Marketing Intern, RGP, Atlanta, GA June 2018 – August 2018

- Managed ad-hoc projects for marketing department, completing all objectives per established timeframes.
- Performed QA on public-facing website in preparation for relaunch. Identified broken links and incorrect information, as well as compiled a comprehensive list to facilitate repairs.
- Conducted research for new partnership with non-profit organization and wrote report with recommendations that was ultimately utilized by the CEO.
- Analyzed competitors' social media presences. Created report detailing posting frequency, topics, hashtags, and content to inform revised social media strategy.

EDUCATION

Bachelor of Science (B.S.) in Integrative Studies, Kennesaw State University, Kennesaw, GA May 2020

Dual Concentration: Communication and Hospitality ▪ Minor: Marketing

Relevant Coursework: Human Communication ▪ Consumer Behavior ▪ Workplace Writing ▪ Professional Sales ▪ Mass Communication ▪ Management ▪ Behavioral Sciences

HIGHLIGHTS

Skills: Microsoft Office (Word, Excel, PowerPoint, Outlook) ▪ Social Media (Instagram, Snap Chat, Facebook) ▪ SEO ▪ Digital Media

Technology: Microsoft Office ▪ JIRA management software ▪ Axure RP ▪ Smartsheet ▪ Akumina ▪ Sharepoint

Community Engagement: UXPA Member ▪ Kennesaw State University Farmers Market Volunteer ▪ Social Culinary Society Member

PORTFOLIO SUMMARY

Internal site prototypes in Axure RP, RGP

2020 - present

- Collaborated with other departments to understand content needs and process execution.
- Determined best layout within our formatting and widget applications.
- Leveraged Axure coding interactions to mimic site behavior.

Project Process Plans, RGP

2020 - Present

- Collaborated with other departments to understand content needs and process execution.
- Used requirements to build agile project plans with targeted dates and task status.
- Tracked and followed plan through build of department's internal site.

WHAT PEOPLE SAY AFTER WORKING WITH ME

Laura T. "Sara, Thanks for bringing RGPedia to life!... A few reasons why this platform is so helpful include: Client group news is front and center literally, on the home page - allowing for great context for today and for future strategy opportunities. RGP events in the news are highlighted for awareness, appreciation of colleagues, and defines what is taking place every day to make RGP so special. The ease of working on other connected applications e.g., Adapt T&E and WSR List. (A special thanks for this!)"

Shaun L. "Congratulations team for your tireless efforts to launch the Kaiser RGPedia site! We appreciate your commitment and leadership to creating this site to strengthen connections and share information and insights across the Kaiser account team. It's a great portal and we look forward to increasing engagement and collaboration!"

Jennifer R. "Thank you all for your amazing attitudes, quick thinking, commitment to excellence in execution, and sense of urgency as we put together a phenomenal Transformation site. It is going to be a huge channel to communicate with the organization. I am so grateful for the opportunity to work with you all on this tremendous accomplishment! Cheers!"

Yasmine A. "Sara & team has been absolutely amazing to work with and critical in the creation, development, and soon to launch of our new Consultant team site. Not only are they always a joy to work with their positive energy (and SO patient with us!), but they were able to really listen to our needs and vision and took it up 5 levels with how to improve, enhance, and leverage our existing tools, technologies, and platforms to bring our vision to life, as well as how to scale it in the future and apply it across other accounts. I so appreciate their forward thinking, and all the time, energy, effort, collaboration, and partnership they have given us over the last several months and look forward to working with them again in the future. Thank you!"