

# RESUME

Mobile: 07800 547 160 | Email: monaranjang11@gmail.com

Pan European Digital lead, Product Owner, Agile Practitioner and certified Scrum Master with extensive experience of delivering a range of online campaigns and products across a wide range of digital channels spanning automotive, energy, travel, FMCG and pharmaceutical sectors.

Expertise: Pan European digital marketing and localisations including web design and build, platform integrations, campaigns, customer relationship management programmes, and eCRM.

Product Management: Product vision and strategy, roadmaps, task prioritisation, backlog management, sprint planning and agile delivery.

Technical Development: User interaction based personalised content; login functionalities; Custom cross platform data integration (SAP SuccessFactors, SSO, Moodle, EpiServer)

## WORK HISTORY

Product Owner

*EDF Energy Account – (Contract)*

*EdComs, Oval*

*Oct 15 – Dec 17*

Working with multiple EDF Energy stakeholders to develop a product vision, roadmap and strategy to support EDF energy online business within training and development. I was responsible for management, execution and continuous product delivery for a combination of projects covering optimisation and innovation.

**Key Product development areas:** Platform site refresh, user interaction based personalised content; login functionalities; design UX enhancements cross platform; creation of bespoke learning content

**Key technical development areas:** Custom solution for two-way integration between SAP SuccessFactors and Moodle; Single Sign On; Embedded Training; User Data Synchronization; Auto enrolment

**Account Process: Agile delivery.** Key achievement – uplift of dedicate agile budget by 100% over a one year period, and delivering against tasks/functionality expectations within allocated sprints

- Pre-planning. In collaboration with the stakeholders, defining, interpreting and managing top level requirements through an overarching programme of work, forming the basis of the product backlog
- Managing and prioritising the product backlog across Tech, Design and Front End using standard categories such as epics and user stories
- Sprint Planning - Analysis of products in product backlog, collaboration with stakeholder to review and assign tasks to upcoming sprints
- Planning and writing tickets with acceptance criteria, gaining estimates, briefing internal teams
- Facilitating key activities during a sprint such as daily stand-ups, removing any blockers and conduct team retrospectives
- Tracking and reporting team status back to the client

**Account Director**

*Syzygy, Hatton Garden, London*

*Apr 10 – Apr 15*

Mazda European markets digital lead responsible for management, client strategy and rollout of all pan European online activities across 22 countries and 26 languages as well as heading up the programme of work focussing on post vehicle purchase retention programmes through the "My Mazda" customer management platform.

- Heading up a team of 5 Account Managers for Mazda Europe delivering both local and central market level projects including: Development and delivery of new generation core websites across all markets; pan European social media strategies; new model and product launches; campaign specific programmes
- Strategic Account Direction –Securing new projects and management of ongoing client relationship to include consultation and advice on direction for local digital activities across 22 countries aligned with Mazda strategic imperatives and working alongside associated media and creative agencies.
- Managing budgets to include forecasting and project billing schedules. To £950K
- Creation of a dedicated and personalised "My Mazda" customer site with a focus on device specific solutions. Working with the dealership network to bring all digital service records online whilst using the My Mazda platform to upsell services in support of day to day dealer activities. Significant project account billing uplift from £12K to £321K in 11 months

**Account Lead** - Reckitt Benckiser – Lemsip Social media campaign / Gills Cruises

Responsible for pitching, winning and delivery of the Reckitt Benckiser Lemsip cold and flu Facebook campaign. Management of the Gills Cruises customer website and associated attraction campaign

**Project Manager Mazda UK**

*Syzygy, Hatton Garden, London*

*Mar 08 – Apr 10*

Lead the delivery of Mazda UK programme of work (web, social, campaign)

- Responsible for development, review and management all projects
- Solution scoping with internal teams and creating statements of work, creating and managing change request documentation
- Project managing multi-disciplinary teams including developers, creative, planning, data and external agencies to deliver projects on time, budget and to brief
- Resource management
- Experience using MS Project, JIRA, Paprika, EPiServer CMS
- Time vs Budget reporting, fee burn reports, reconciliation and project closure management

**Project Manager**

*TMP Worldwide – Advertising agency - Chancery Lane, London*

*Aug 05 – Mar 08*

Client facing project manager – IBM, Barclays Capital, Metropolitan Police, Cap Gemini, RBS, HSBC private banking, Santander, HP, MOD, Monster.com

Key projects: RBS offshore recruitment strategy, IBM Graduate digital promotions, HSBC, Met Police, MOD and Santander interactive videos, outdoor, digital, cinema and print campaigns. Monster.com radio commercials

Project value ranging 40k to 400k

- Management of ongoing client relationships, ensuring agreed strategies were implemented
- Managing established revenue streams, upselling and generating new projects
- Managing internal teams including creative, production, planning and digital to design and execute both below the line and above the line advertising campaigns. Campaign awards won for HSBC, Santander and the Metropolitan Police ATL projects
- Film – Working with internal creative teams and external production companies to deliver cinema, TVC commercials, corporate videos and online footage in support of client campaigns
- Development and management of corporate and promotional materials for below the line advertising campaigns including brochures, leaflets, company handbooks, exhibition materials, and other bespoke print collateral
- Delivery of forecast, status and revenue reports per project on monthly and quarterly basis

### **Operations Manager**

*Harrison Smith Associates - Marketing Communications and Event Agency  
Feb 04 - Aug 05*

Managing a team of four project managers to deliver a portfolio of events and communications projects to clients in the public and private sector.

- Managing client relationships from initial pitch through to day to day operations and evaluation. Supervised and monitored team performance. Management of events from conferences, summits, investor road shows, golf days, awards ceremonies, CEO circles and black-tie dinners
- Production of marketing collateral including brochures, invitations, event programmes, websites, e-marketing promotions, press releases, negotiating media partnerships

### **Event Manager**

*British Red Cross - Special Events  
London, Chelsea.  
Nov 98 - Jun 03*

Planning, research and delivery of a range of high profile events with revenues of 100K+ per event, including gala dinners, auctions, fashion shows, golf days, art exhibitions in London and Geneva.

- Management of the entire event cycle including budgeting and forecasts, planning, feasibility studies and risk analysis
- On-site management, post event analysis, management of venues, AV, production and sponsors
- Creation of profitable new events whilst responsible for the co-ordination of existing events
- Ensuring smooth and cost-effective running of all projects whilst overseeing all other projects of the events team
- Co-ordination of a committee comprising of over 50 high profile members including celebrities

## **EDUCATION**

### **Surrey Institute of Art & Design**

*Farnham Surrey; BA (Hons) Media Studies*

*2 A' Levels (English Literature & Sociology) 9 GCSE's*