Jennifer *Selby*

CONTACT

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SUMMARY

Experienced Product/Project/Program Manager with an extensive background in software development, and eCommerce platform and content management system implementations. A team leader and organizer who takes initiative and welcomes new challenges. Excellent interpersonal communication skills with the ability to connect with both business and technical teams, and manage client relationships and executive-level communication.

EMPLOYMENT HISTORY

AMERICAN AGCREDIT (Contract), Project Manager, Product Delivery Office – Santa Rosa, CA   2019 – present
- Plan, manage and implement digital transformation projects in an Agile development environment.
- Responsible for driving cross-functional team communication, change enablement and program rollout supporting the Operations, Talent and Accounting portfolios.

FOLIO DESIGN STUDIO, Owner/Designer - Petaluma, CA   2017 – present
- Print and web design for small business and non-profit clients.
- Etsy shop owner.

KIBO COMMERCE (Formerly MarketLive), Sr. Program Manager - Petaluma, CA   2015 – 2017
- Directed a dedicated software development team for the organization's largest merchant account, managing development dependencies using Agile/SCRUM.
- Developed and monitored project scope and schedules to track progress and ensure timely delivery, proactively managing risks and escalation of business-critical issues.
- Defined and documented development requirements for new software releases and 3rd party system integrations.
- Oversaw RFP responses, requirements definition, project estimates, contract negotiations and financial approvals.
- Managed the business relationship for a key strategic account - responsible for overall team focus and management, executive communication, and client satisfaction, generating over $400K in annual services revenue.

MARKETLIVE, Sr. Project Manager - Petaluma, CA   2007 – 2015
- Directed full lifecycle software development for eCommerce platform implementations - creative design, requirements validation, application development, data integration, QA/UAT testing, launch and delivery.
- Served as the single point of contact to support new client implementations, training and onboarding.

QUINN INTERACTIVE, Project Manager/Web Producer – San Francisco, CA   2005 – 2006
- Managed the project portfolio for a boutique design agency focused on web site redesigns, eCommerce search solutions, and content management system implementations.
- Defined and documented business requirements, and developed UI specifications and mockups, including wire-frames and high-fidelity prototypes.
- Managed freelance design & development talent, and oversaw vendor relationships.

THOMSON LEARNING – Director of Marketing Technology - Belmont, CA   1998– 2004
- Managed web application and CRM system initiatives for the Academic Sales and Marketing Group.
- Produced a portfolio of Sales and Marketing web properties for both internal and external audiences.
- Creative director for marketing email campaigns and survey market research program.

RECYCLING RESOURCE, Marketing Manager - San Francisco, CA   1995 – 1997
- Defined the corporate brand strategy, and designed print and web collateral, branded attire and employee uniforms.
- Developed and administered community outreach and elementary education programs.

EDUCATION

Bachelor of Arts (with Honors), Environmental Studies - University of California, Santa Barbara

TECHNICAL SKILLS

SDLC, Agile/SCRUM; MS Office Suite - Project, PowerPoint, Visio; Adobe CC – Illustrator, Photoshop; Google Docs; JIRA, Confluence, Basecamp, SmartSheets, WordPress, SalesForce.com; knowledge of multiple eCommerce and CMS platforms.