

# Rebecca Sheranian



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## Summary

"Rebecca is a multi-talented manager who improves communication efforts between the IT, Marketing and Sales divisions to ensure that all departments are aligned to meet the overall business goals of a product!"

*Sandie Borthwick – Marketing Director, CIG*

"Becka is a entrepreneurial manager passionate about building productive relationships with clients, partners, and team members. With an emphasis on both online and offline strategies the projects under Becka's supervision have always been completed on time and on budget, and have also won over fifteen industry awards."

*Chipp Walters – CEO, Altuit Design*

- 10+ years of contributions to successful and innovative technology projects
- Won over 15 industry awards in innovative technology and new media
- Successfully provided critical project management through collaboration with diverse cross-functional teams and key stakeholders
- Produced cost and resource plans, identified risks and proactively mitigated exposure
- Managed stakeholder requirements across a variety projects and industries

## Highlights

- Project Management
- UX Research & Analysis
- Processes & Documentation
- Remote Team Management
- Quality Control & Testing
- Agile & Waterfall Methodologies
- Creative Problem Solving
- Cross-functional & Interdisciplinary Team Collaboration
- Professional & Disciplined
- Liaison between Stakeholders, Business & Technical Team

## Experience

### ALTUIT: TX/Remote (2017-Current)

- Role: Augmented Reality Producer
- Project: Development of Augmented Reality content, apps & products based on the history of the Alamo in San Antonio TX; Manage WordPress websites and Woocommerce shop
- Clients: Experience Real History: Alamo, Witte Museum



### SMACK HAPPY DESIGN: SF/Remote (2016-2017)

- Role: Project Manager, Client Manager, e-Campaign Strategy
- Projects: WordPress Website Development, Content Development, Logo Design, e-Marketing Campaign Development
- Clients (+50) included SF Fleet Week, Illuminate Education, Real Escape/Zelda Games, e-Loan, Skudo and others

### BMW: SF/Remote (2015-2017)

- Role: UX Analyst, Interaction Designer
- Project: Develop a suite of integrated automotive SaaS applications with GUIs for both the dealership and the customer including applications for scheduling, mobile check-in, service status tracking, and parts flagging and management
- Clients: Greenlight Automotive, BMW SF

### RIMS & GOGGLE: SF/Remote (2016-2017)

- Role: UX Analyst, Project Manager
- Projects: SaaS application for optometry scheduling, ordering and tracking; WordPress site maintenance.
- Client: Rims & Goggles Optometry

### ALTUIT - AGILIX LABS: UT/Remote (2011-2016)

- Role: SaaS Project Manager, QA, Instructional Designer
- Projects: Applications for summative and formative computer based assessments, SATs and workplace readiness; field research & detailed business process documentation; user guide, help menu and training content development; SME expertise, presentations & training
- Clients included ACT, Wiley, College Board and Pearson

### SHAFER WALTERS GROUP - CAPITAL INSURANCE GROUP (CIG): CA/Remote (2007-2011)

- Role: Project Lead/Manager, Content Developer, Online Marketing Strategy
- Projects: Management of custom WordPress websites; Development of CIG's web-based applications including customer education portal (The Protector Network), quoting system (CIGLive), agency locator, lead generation and tracking system (LeadsCenter) and print on demand system (POD); Develop instructional content for customer portal; Develop e-Campaign strategies & digital content for marketing campaigns and training events; Won over 15 industry awards for standard of excellence, new media, innovation and interactive media
- Clients: CIG Corporate, CIG Agencies



- **INTERNATIONAL SYMPOSIUM ON DIGITAL EARTH 5 (ISDE5) CA/Berkeley (2006-2007)**
- Role: Logistics & Technical Manager
- Projects: Manage the IT and logistic needs for ISDE5's sponsors and speakers; Install secure network including live feed and interconnected live stream for classrooms, lecture halls and presentation venues; manage event marketing vendors and content development; Manage HTML website
- Clients: Sponsors & Speakers included Vice President Al Gore, John Garamendi (Lt. Governor, State of California), Dr. Edgar Mitchell (Astronaut), Ambassador John McDonald (Pres., IMTD, Washington DC), Brig. General Peter Worden (Director, NASA Ames Research Center) and Dr. Douglas Engelbart (SRI International)

#### **OFFICESTAR COMPUTER TRAINING: CA/Salinas (2003-2007)**

- Role: Program Developer, Instructor
- Projects: Web & Graphic Design Course Development & Instruction; Workforce Readiness Course Development
- Clients: Community Schools & Businesses

#### **COLLEGE OF THE REDWOODS: CA/Fortuna (2000-2003)**

- Role: Tutor/Lab Assistant for Instructional Design and Multimedia
- Projects: Tutor students in Digital Media technologies, Adobe products, Dreamweaver, HTML/css, Director, Authorware and Flash; Develop instructional CD for Art Department on Digital Literacy for the Mac.
- Clients: Digital Media and Art Departments, College of the Redwoods

#### **REDWAY ELEMENTARY: CA/Redway (2000-2003)**

- Role: Computer Lab Manager & Instructor
- Projects: Build and maintain a 29-station networked computer lab; Develop technology program for staff and students; Develop and teach G.A.T.E. technology program; Teach S.E.A.S. Remedial Computer Science Program to High School Students
- Clients: Southern Humboldt Unified School District, Redway School, Whale Gulch School, South Fork High School.

## **Education**

**MASTER'S DEGREE:** Management of Information Technology (MSMIT)

**BACHELOR'S DEGREE:** Telecommunications, Multimedia and Applied Computing (TMAC)

**ASSOCIATE'S DEGREE:** Multimedia Communications/Digital Media