

Laura Cannon

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QUALIFICATIONS SUMMARY

- ✓ **Unique blend of strategic, creative, and executional proficiency** to flex with changes in focus and interact productively with all stakeholders
- ✓ **Proven cross-functional team leadership talent** to build consensus, manage risk, and keep projects on track even under difficult circumstances to deliver exceptional results
- ✓ **Exceptionally diverse combination of hard and soft skills** from software savvy and process methodology to mentorship, learning agility, and interpersonal effectiveness
- ✓ **Deep and broad experience in media** including digital, social, print, video, and live events, with expertise in determining best media channels for delivery of targeted communications
- ✓ **Strong marketing expertise** in launching award-winning products and strengthening brand identity for a diverse array of organizations

SKILLS & EXPERTISE

Strategic Analysis & Planning ♦ Platform/Product Development ♦ Project Leadership & Management
♦ Multimedia Design & Management ♦ eCommerce ♦ Marketing ♦ User Experience (UX) ♦ Agile & Waterfall Project Management ♦ Client Communications & Management

CAREER CHRONOLOGY

HEWLETT PACKARD ENTERPRISE (HPE)

Senior Project Manager, Advisory and Professional Services February 2019 to present

Leading delivery of strategic and executional cloud transformation engagements for top caliber enterprise clients. Managing cross-functional project teams. Key contact to external clients, vendors and partners.

- PoC for Azure Cloud/Power BI based Machine Learning platform for a medical government nonprofit.
- Big Data transformation strategy and roadmap for legacy FinTech company
- Infrastructure migration to cloud execution and governance for global retailer
- Cloud operations for global pharmaceutical company going through significant upheaval
- Increased margin by socializing and managing risks and rebalancing staffing
- Provide world class service to clients while executing on new digital transformation / Everything aaS strategy

LAURA CANNON MEDIA & TECHNOLOGY

Independent Consultant 2013-2018 and 1999-2004

Strategy, analysis, direction, and management of functional process, web platform development, information architecture, media production, and marketing communications, to commercial and nonprofit organizations.

Select clients: CIEE, Open Therapeutics, Pop!Tech Institute, Maine Media Workshops and College

- Process analysis and guidance for leading international education and exchange nonprofit, enabling rationalization of new processes, roles, and investments to effectively meet MarComm goals.
- Direction of Global Media Center to expand utility of user-generated content, grow community engagement, convey the customer experience and tell the company story from an authentic standpoint.

- Integration of direction from C-suite, chief engineer, investors, and subject matter experts to direct a complex open science community platform from Proof of Concept to Minimum Viable Product for early stage start-up.
- Design, management, and statistical analysis of marketing placements and promotion types across print, video, mobile, and social platforms, leading to a focus of resources on the most profitable initiatives.

CASHSTAR, INC., Portland, ME

Director of Client Services Fall 2008 to Spring 2013

Process development and implementation on a groundbreaking digital gifting and incentive platform. Managed cross-functional teams to execute and expand client offerings via new features and channels.

- Played key role in senior management, bringing to market a new digital gifting platform for consumers and businesses and establishing the company as the market leader.
- Established the processes and orchestrated the launch of a multi-tiered, vanguard eCommerce application for over 50 national brands, such as The Home Depot, Williams-Sonoma, and Groupon.
- Created and led the Client Services department; developed and implemented brand on-boarding & integration processes of successful eCommerce start-up.

OUTWARD BOUND, Rockland, ME

Marketing Manager 2003 to 2005

Project Management including marketing strategy, web site development, graphic design and production and marketing collateral for premier non-profit adventure learning organization.

- Co-managed a comprehensive redesign of the marketing plan for 4 programs in a network of 5 schools, during a transitional phase for a non-profit organization.
- Researched, analyzed, and presented critical data that enabled curriculum directors to focus on most popular courses with greatest value potential.

MOSS INC., Belfast, ME

Marketing Communications Manager 2002 to 2003

Strategy, design, and production of to-the-trade marketing collateral for \$10 Million manufacturer of fabric structures for exhibits and retail spaces. Direction of corporate presence at trade shows, print and digital channels, and PR.

- Identified opportunities based on user data analysis to create new revenue channels leveraging existing product capabilities for significantly higher rates of revenue.
- Planned and produced a new strategic branding and marketing plan to counteract a severe economic downturn and facilitate the expansion to new markets.

EARLY CAREER:

STRATEGIC INTERACTIVE GROUP (now DIGITAS), Boston, MA | **Web Producer**

HEARST NEW MEDIA, New York, NY | **Multimedia Production Manager**

EDUCATION, SKILLS, CERTIFICATIONS

UNIVERSITY OF COLORADO, Boulder, CO – BFA; Photography, Video and Film

TECHNICAL PROFICIENCIES

Adobe CC Photoshop, ImageReady, InDesign, Acrobat, Dreamweaver; MS Office suite, Project, Visio, Teams; Slack; Apple Final Cut Pro; Atlassian JIRA, Confluence...

- PC/Mac proficient, platform-agnostic. Versant in agile / iterative and traditional / waterfall PM methodologies.

CERTIFICATIONS

- Certified Scrum Master® (CSM)® – Scrum Alliance
- AWS Certified Cloud Practitioner
- Certified Scrum Product Owner® (CSPO)® – Scrum Alliance

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