

# Celina Steins, ACP, MBA, MScIB

## AGILE PRACTITIONER and INTERMEDIATE PROJECT MANAGER

A:Richmond, BC\*

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\*Available for Hybrid and Travel

- Global Cross-Functional Team Leader • Scrum Master • SaaS Specialist • Scrum Product Owner

Dedicated and self-motivated Project Manager specialized in leading agile teams and helping enterprise clients succeed by providing expert knowledge with CMS and SaaS products, empowering team members during the redesign, the upgrades of software versions or the maintenance and support of websites and e-commerce products with a focus on building great relationships, trust and project success

### Intermediate Project Manager Experience:

Progressively responsible career in global enterprise companies and with e-commerce and SaaS projects  
Manage the full project life cycle, from initiation to closure  
Global, cross-functional project team management  
PMI Member, PMI-ACP Certification  
Reporting / Capacity Planning / Forecasting / PMO

### Expertise in:

Automotive, Healthcare, ecommerce, Finance, Provincial Gov. Projects, Retail and Delivery, Digital Content Media & Marketing Optimizations  
Software Development Methodology / Agile / Scrum / Kanban / SDLC  
MS-Project / Excel / PowerPoint / Word / Google Workspace  
SOW / WBS / Budget Management / Software Integration  
Managed SaaS implementations such as with Google Workspace and HubSpot

## Work Experience

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### **Owner/Operator Websites4BC Web Projects and Services Inc. - Richmond, BC** 2019 to Present

- Over 10 years of experience offering digital projects and website launches as well as online optimization to small business owners in Canada, the UK and Germany such as OCD Excellence, Hallenbad Duingen, PDJ Construction, Neighbourhood Dog Training and many others
- Successfully launched over 20 mobile friendly websites and social media accounts including SEO and analytics to drastically (at least 90%) increase the customers online audience and ROI's from online appearance
- 10+ years of web design and expert knowledge in software use such as Wix and Wordpress
- Implemented the SaaS Google Workspace (G Suite) and cloud infrastructure for a provincial organization and helped upgrade their POS system with the addition of a new Webshop, including setup and management of their Microsoft CRM and their CMS system to provide a ticketing system

### **Intermediate Project Manager/Business Analyst TechGuilds Consulting Inc. (Remote)** 2022 to 2023

- Facilitated, managed and staffed a team of over ten developers at times for regular Scrum meetings
- Conducted kick-offs for Sitecore upgrade and support projects with clients as well as weekly client status calls
- Managed budgets of over 500k, scoped and supported using Confluence and Jira cloud versions
- Leveraged SaaS/e-commerce experience to provide valuable insights and problem-solving strategies and optimize the product integration process
- Utilized Jira and Harvest Forecast to track team progress, identify bottlenecks, impediments or roadblocks and create the efficient collaboration of team members and regain productivity for the success of the sprints and overseeing QA process
- Provided WBS as well as SOW's and successfully managed change requests to adhere to budget and scope
- Managed time logs of employees, including facilitating capacity meetings & helped interview freelancers
- Reported regularly on project progress, to executive management and clients, developed contingency plans based on new requirements to all stakeholders and team members
- Managed clients requirements as Product Owner and Business Analyst in the Jira backlog

### **Web Project Manager Falcon Software-Company Inc. - Victoria, BC (Remote)** 2021 to 2022

- Successfully managed redesign and website launches for international enterprise clients using Kentico
- Adhered to project timelines and budget constraints, delivering high-quality results within the agreed-upon scope for all change requests and fixed price projects like ECS Cable Supply Ltd., Regency Fireplace Products, and several government institutions
- Provided consultation and expert knowledge in CMS and CRM systems and supported integration for clients

- Managed software upgrades and implementations, supported projects and optimizations for e-commerce clients
- Worked with BC government entities, facilitated agile based meetings and status calls
- Consulted clients on design strategies and online marketing and managed team of freelance designers and senior full-time developers

**Project Manager** kuehlhaus AG - Mannheim, Baden-Württemberg, GER (Hybrid) 2020 to 2021

- Successfully managed e-commerce and omnichannel projects for the website redesign, upgrades and the launch of digital enterprise projects in CMS systems like Wordpress, Oxid, and Sitecore's SaaS XM Cloud
- Collaborated effectively with a variety of business stakeholders to ensure project goals are clearly defined and aligned with business objectives
- Provided forecasts, managed budgets, analyzed risks and managed resource allocations of large projects like **Schiesser AG, Vega Messtechnik AG, and Apetito AG**, while facilitating agile team meetings and applying agile methodologies
- Managed relaunch for large enterprises using CMS software in GER and the DACH region including budgets of over 60k each and e-commerce projects of up to 1 million and teams of over 20 employees
- Successfully managed e-commerce sites, by offering UI/UX support, consultation for campaign workflows and overall digital presence, and managing the development teams during program upgrades/redesigns, including QA
- Established WBS, scopes, estimates and quotes as well as outstanding client support

**Partnership Manager (Accounts & Digital Projects)** PressReader - Richmond, BC 2017 to 2019

- Account supervision and strategic business transformation for over 100 clients (B2B) and their digital readership (over 2 million readers) including the SaaS e-commerce solution, features, website designs and apps
- Created backlog items for engineers and QA as well as UI/UX roadmaps and milestones with designers to guarantee a successful launch of the customers product
- Implemented API web services for database integrations with CMS systems to help make the user experience more intuitive which lead to significant success for the publishers (increased their revenue by over 30% per quarter)
- Successfully admitted applications through Google Play Console for the launch of Android apps
- Proven ability to collaborate successfully across business units internally and at large enterprises with an extensive usage of communication tools such as Slack, Asana, G Suite, Microsoft Teams

**Data Admin/Digital Marketing Specialist** IT Glue - Vancouver, BC 2016 to 2017

- Responsible for annual social media plan and execution of all aspects of it by overlooking and managing the office team of 5 marketing employees, including designers and event staff
- Developed a content strategy and released plans for hundreds of blog posts and PR texts to initiate exposure
- Successfully increased SEO and helped grow overall revenue by around 30% through marketing automation and targeted campaigns, as well as lead nurturing via CRM (HubSpot) and Social Media accounts and the handoff to sales
- Successful inbound and outbound lead and demand generation with budgeting as well as reporting the ROI's to executives

### Education, Additional Qualifications & Traits

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Vancouver Island University - Nanaimo, BC, <b>MBA</b>	2011 to 2013
University of Hertfordshire - Hatfield, SK, Remote, <b>MScIB</b>	2011 to 2013
Hochschule Bremen, Germany, <b>Bachelor of Arts in Int. Journalism</b>	2007 to 2011

**Professional Development:** Financial Forecasting, Risk Management, Project Scheduling and Cost Control, Change Management, started PMP courses/training for exam preparation, Rapid Assessment and Recovery of Struggling Projects, Presentations, Leadership, Ethical Conduct, GDPR and CASL, Upwork, Wix Partner, Freelancing

**Personal Traits:** Strategic thinker, acts tactically, can multi-task, inclusive, open-minded, fair and responsible, has patience and endurance, reliable, works well under pressure, has integrity, excellent communicator and great interpersonal skills, bilingual (German, English)