

Svetlana Lyons, PMP, CSPO, SMC

Project/Product/Marketing Manager

Plymouth, MA 02360 • 206-931-8886

<https://svetlanalyons.com> svetagl@gmail.com • [linkedin.com/in/SvetlanaLyons](https://www.linkedin.com/in/SvetlanaLyons)

Executive Summary

Multi-skilled manager with 8+ years of digital marketing and project management experience. Serve as a point of contact on projects, organize events and meetings, track project communications, provide stakeholders with updates, develop and organize knowledge repository, act as a liaison between different departments. Articulate goals and feedback on various project plans. Recently I started doing account client management, manage client relationships ensuring that the operations run smoothly. As a trained teacher I possess training and mentoring skills – both one on one and in a group.

Highlights

- Increased productivity of my team by 40% by establishing project management practices, translating leadership vision into projects, understanding, managing relationships and meeting the personal goals of my team members, providing guidance and coaching, team retention 90%
- Implemented Marketing program and increased sales inquiries by 30% and contributed to increased sales by 30% last year
- Training Skills - Professional teacher, taught students in a class, tutored adults and wrote training material for the Service Group in my current company. Presented at a Project Management Institute meeting
- Brand Management – developed marketing strategies to increase the perceived value of our products and brand. Increased production of marketing materials by 50%
- Created and manage three of my company’s websites on [WordPress](#) and [Shopify](#) Platforms, social media channels – produce videos on [YouTube](#), update [LinkedIn](#), [Facebook](#) and [Twitter](#).
- Open to receiving and providing constructive feedback
- Ability to work across departments – act as a liaison between Service Group, Analytics Department, Technology Group and Executives. Handled projects which included stakeholders from these groups.
- Excellent Communication Skills – manage [software projects](#) and manage an industry [User Group](#).
- Mentoring - mentored the local business owner how to open the business from the ground up, created a web store, published in online directories, set up marketing campaigns and Google AdWords

Professional Experience

Cimetrics Inc., Boston MA

Project Manager/Digital Marketing Manager/Product Manager

09/2008-Present

- Management Skills and Time Management - Manage a team insuring it stays on task, helping team members achieve their goals which align with the strategic business objectives
- Act as a cross-functional liaison with different departments in my company, including developing strategic recommendations to improve products delivery timelines and quality
- Implemented Marketing program and increase company site visit by 25% every year, Increased sales inquiries by 40%

- Opened and maintain company social media channels – YouTube, LinkedIn, Facebook, Twitter and grow by 50% - 100% every year
- Fast Learner – went from lab manager to project manager, learned product management, marketing, digital marketing, web site development and recently took on account management
- Technical skills – Microsoft Suite, Jira, Wiki, WordPress, Shopify, Mailchimp. Learn new tools rapidly
- Analytical skills – analyze ROI of marketing campaigns, identify problems and work on solutions in Project Management.
- Solutions Oriented – when leaderships tasked us with boosting revenue last year implemented the marketing strategy, AdWords and Search Engine Optimization strategy
- Knowledge of Client Relationships – account management. Work with clients to timely solve connection issues for our service, develop relationships with customers, understand issues and translate into appropriate solutions.
- Leadership - Identified challenges and opportunities to increase revenue and working on implementing needed solutions – e.g. project management practices and marketing strategies contributing to increase revenue.

Cimetrics Inc., Boston MA

Interoperability Lab manager 07/2003-09/2008

- Contributed to ongoing process improvements and documentation of connectivity process
- Provided assistance to the Sales group and maintained a Knowledge Management System.
- Learned how to work with different vendor systems and reached out to engineers from these manufacturers to obtain the necessary knowledge

Education

Master of Social Science

Saint-Petersburg Pedagogical University

Saint-Petersburg,

Russia

Project Management Professional PMP

Worked as a teacher while pursuing a master’s degree

- Taught students ranging from 8 to 18 years old;
- Mentored students, organized training and activities
- Developed a teaching curriculum to improve their grades by 15%

Courses

- Organizational Analysis – Stanford University Online Course
- Systems and Processes in HR certificate Human Resources – Cornell University
- Microsoft Certified Solutions Expert, MCSE

Communications

- Created and delivered a presentation for the Project Management Institute on Modern Motivation and Employee Engagement Theories
- Russian Language - excellent verbal and written skills
- Director or Program Manager of Social Media PMI. On Board of Trustees in Plymouth Public Library