

Sharon Mendoza

Digital Operations Leader

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PROFESSIONAL EXPERIENCE

Director of Operations

AIG

📅 01/2015 - Ongoing 📍 Houston, TX

Financial Services

- Conducted projects for operational gaps, operational efficiencies, regulatory and transformation on time, in scope and within budget delivery.
- Managed team of 13 business analysts through collaboration, team building and hands on support.
- Analyzed and documented seven change management processes for digital transformation and state tax regulatory work streams using Lean Six Sigma.
- Wrote agile scrum project business cases, user stories, and quality assurance in Jira for IT digital transformation, digital marketing, and database projects.
- Documented 20+ project deliverables to include statement of work, contract, negotiation, and service delivery.
- Designed 2 dashboards with metrics and key performance indicators with 8% productivity increase in one month.
- Hired 8 business analysts and 100% trained remotely during pandemic with promotion in April 2020 from Associate Director to Director of Operations.

Program Manager

Dell Technologies

📅 01/2012 - 10/2014 📍 Round Rock, TX

Marketing Operations, Brand, Thought Leadership

- Managed databases and logistics for Dell Power Solutions magazines with 98% delivery on time to 78 countries.
- Managed sourcing of 3rd party vendors, website metrics, and blogs with 100% delivery magazine on time within budget.
- Wrote manufacturing instructions, Statement of Work, and ad contracts for Dell brand publishing.
- Analyzed vendor invoices for 100% accuracy.
- Increased website by 9.8% through posting blogs on WordPress® site with search engine optimization (SEO).
- Created mail lists with target audience, radius, and segmentation details for each campaign.
- Analyzed data, process duplicate elimination, concatenate data, upload files to database, and prep data vendor.

Adjunct Faculty

ITT Technical Institute

📅 06/2011 - 10/2014 📍 Austin, TX

Project and Business Management

- Taught project management, business management, procurement, business communications, negotiations, English composition, and marketing with 95% success of students completing course.
- Created 4 hours of course materials to include leadership, business acumen, situational learning, social media, and negotiation skills.
- Orchestrated engaging classroom conversations, students benefited from instructional materials and real work experiences achieving 99% placement at graduation.
- Coached on projects, labs, assignments and presentations with 95% course completion.
- Collaborated with business management and Information Technology students on creation of their digital portfolio with 100% completing their portfolio.
- Created opportunities to involve students in situational learning to assist their career path resulting in 3 students achieving promotions.
- Empowered one student to save an additional \$13,000 on a used vehicle by using negotiation skills.

SUMMARY

- Created workflows to improve processes with cost saves and operational efficiencies spanning onboarding, order intake and acceptance, and implementation.
- Lead implementation projects that generate 10+ full time employee saves.
- Mitigate project risks from initial project planning through completion to keep projects 100% on track.
- Develop deliverables for executive reporting.

ACHIEVEMENTS



Built 7 engaging and high performing teams to deliver in scope, within budget and timely.

My peers readily hire my team members who become hugely successful.



Project success in delivering SaaS, infrastructure, system enhancements, and digital transformation.

Focus on the task at hand with due diligence and accuracy. Work collaboratively in matrix organizations to complete in scope, on budget and on time.



Created 3 dashboards metrics with key performance indicators for business analyst team and for marketing team.

C-Suite view my teams as focused, adaptable and lean.

STRENGTHS



Developing teams that deliver results on projects collaboratively.

Great leaders shared their knowledge. I listened and focused.

PROFESSIONAL EXPERIENCE

Director of Marketing

Charfen Institute

08/2011 - 11/2011 Austin, TX

Real Estate Education

- Mentored team members working with six cross-functional teams to focus on User Experience/User Interface (UX/UI).
- Earned leads, prospects and customers through digital marketing and collaborating with six cross-functional teams.
- Conducted 7 digital marketing campaigns and customer relationship marketing for real estate and leadership training events.
- Reorganized digital marketing to streamline emails with scheduling and elimination of 3 duplicated emails.
- Created 3 new content marketing emails that delivered 10% increase in sales.
- Integrated video content on 3 websites and email landing pages to improve customer engagement by 2%.
- Designed and implemented first call center escalation triage program.

EDUCATION

Master of Business Administration

McNeese State University

Lake Charles, LA

- Graduated / Major: Management and Marketing

Bachelor of Science, Marketing

McNeese State University

Lake Charles, LA

- Graduated / Major - Marketing / Minor - Accounting

VOLUNTEER

Board Member, Vice President of Marketing

International Institute of Business Analysis (IIBA)
Houston

2017 - Ongoing

The Houston Chapter promotes the business analysis profession and certifications in the field of Business Analysis.

SKILLS

Soft Skills

Adaptable Planning Listen
Conflict Resolution Leadership
Emotional Intelligence Scheduling
Public Speaking Problem Solving
Coaching

Technical Skills

Adobe Suite Archer Reports
Business Analysis Negotiation
Vendor Contracts Agile Scrum
Lean Six Sigma Confluence Jira
Digital Marketing Data Analysis
Project Management Agile Scrum
ERP Systems CRM Salesforce
SharePoint Microsoft Office Excel
Word Visio PowerPoint
SAP Arriba Budgets

PASSIONS



learning digital marketing,
operations, and leadership

LANGUAGES

English Native ●●●●●