

mimikantor@gmail.com
mimikantor.com
(646) 554-9965

SKILLS

Change Management
Communications
Training Clients
Problem Solver
Product Management

EDUCATION

M.A., Media Studies
The New School
New York, NY

B.A., Social Science
Bennington College
Bennington, VT

Certificate

Practical Project
Management
UMass Boston
Boston, MA

Gap Year

Young Judaea Year
Course
Israel

CONFERENCES

Session Speaker

DMAW Bridge
Conference
How's your "street-cred?"
Canvassing Options for
your Organization
2016

Session Speaker

Nonprofit Risk Summit
Top 10 Lessons from Tech
Disasters
2013

Session Speaker

NTEN Data Summit
The New Data Imperative
2012

Session Speaker

NTEN NTC
Web Project
Management Today
2010

MIMI KANTOR

CLIENT SERVICES | PRODUCT MANAGEMENT | OPERATIONS

An experienced leader with expertise in the software development lifecycle, product development, financial management, and operations. Talented in collaborating with stakeholders to achieve mission-oriented objectives by creating educational programs, improving processes, building out marketing, and managing content creation.

EXEC. OFFICE OF TECHNOLOGY SERVICES AND SECURITY

BOSTON, MA

Product Manager, Customer Experience | Mass.gov

09/18 – Present

- Leads a talented team that includes client advisors and content strategists collaborating on four workstreams: product support, communications, self-service education, and customer engagement.
- Provides 700 authors across 150 state agencies with the tools and training needed to successfully post content to the 50K page Mass.gov.
- Acts as main point of contact for the Governor's Office of Communications to post constituent-facing site-wide alerts and home page content.
- Regularly presents status reports on quarterly goals to leadership.
- Supervises customer communications that include email, in-product alerts, notifications, and status updates for both service disruptions and product announcements.

Product Manager, Data and Web Analytics | Mass.gov

01/18 – 09/18

- Managed the launch of in-product dashboards used by 700 authors and editors to improve content on Mass.gov.
- Created a webinar, email campaign, training documentation, and provided daily product support for the dashboard launch.
- Directed the team of data engineers and developers in the development of customer-facing dashboards, using Superset, AWS, and a Google Analytics ETL for data funneling.
- Completed projects with SOW's meant to fulfill specific quarterly goals matched to an organization-wide vision.

GRASSROOTS UNWIRED

PHILADELPHIA, PA

Vice President, Business Development (Remote)

09/16 – 12/17

- Managed a team of Account Managers in fulfillment of a sales pipeline, including building a client prospect list; to managing the pitch process; and creating digital communications which incorporated social, marketing automation, and web content.
- Analyze operational gaps in product fulfillment, communications, and sales handoff, and develop a set of implementable recommendations to leadership to improve operations.

ROI SOLUTIONS

CAMBRIDGE, MA

Technical Account Manager, Client Services

06/14 – 08/16

- Managed a portfolio of nationally known non-profits with more than 10MM contacts on file.
- Collaborated closely with clients to ensure excellent client service.
- Managed timelines and maintained proactive relationships with clients.
- Wrote technical specs for software enhancements, oversaw deliverables on new programming initiatives such as integrations with third-party software and data pulls.

DATABASE DESIGNS

BOSTON, MA

Account Manager and Non-Profit Technology Consultant

02/09 – 05/14

- Directed creation of new and upgraded Salesforce databases, from conception, to development, to launch, to ongoing support, for a portfolio of 40 nonprofit clients.
- Handled the support workstream and regularly negotiated software enhancements, add-ons, and resolved contract conflicts.
- Using research and discovery processes assessed the type of implementation each project required.
- Created SOW's taking into account the complex budgets, tight timeframes, and deliverables tied to specific non-profits social programs.

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MIMI KANTOR – PAGE TWO

CLIENT SERVICES | PRODUCT MANAGEMENT | OPERATIONS

TECHNICAL SKILLS

Act-On
Camtasia
Videography
Drupal
Final Cut Pro
Gitbook
Glyphy
GSuite
Hubspot
Jira
LucidChart
Mailchimp
Microsoft
Photoshop
PowerPoint
Prezi
ROI Solutions
Salesforce
SugarCRM
Trello
WordPress

MIMI KANTOR CONSULTING

NEW YORK, NY AND BOSTON, MA

Sole Proprietor

04/06 – 10/13

- Guided small businesses, entrepreneurs, and non-profits in developing a digital presence, sometimes for the first time.
- Migrated content from HTML websites to WordPress.
- Implemented training processes that aided clients with building content themselves and designing collateral.

AS|D LABS

NEW YORK, NY

Interactive Producer

02/07 – 02/08

- Assessed client objectives for new or enhanced websites.
- Managed the sales process for all types of businesses including small non-profits, large-scale medical information systems, and luxury resorts.
- Created marketing style guides and controlled the design of digital and print materials.

CHANGE FOR KIDS

NEW YORK, NY

Director, Business Operations

08/03 – 03/06

- Provided comprehensive financial management including monitoring the donation tracking system, analyzing data for the budget, and expense forecasting.
- Oversaw the conversion of financial tracking from Excel to the Telosa (now Arreva) CRM.
- Prepared for and presented quarterly financial reports to the Board of Directors.

GRUBER PHOTOGRAPHERS

NEW YORK, NY

Studio Manager

10/97 – 11/02

- Met with hundreds of potential clients and event planners to match them with an artistic and amazing photographer to shoot their one-time-only photo shoots.
- Produced 500 events from sales to contract to post-production.
- Implemented best practices resulting in a 25% increase in revenue.
- Supervised studio operations including 5 full-time staff members and 20 contractors.

OTHER EXPERIENCE

Fundraising Committee Member | Blue Hope Bash, Colorectal Cancer Alliance, Boston, MA

Board Member | Loring-Greenough House, Boston, MA

Class Agent and Volunteer | Bennington College, VT

Project Manager | Faith Popcorn's Brain Reserve, New York, NY

Associate, Special Events | 92nd Street Y, New York, NY

Coordinator, Sales and Marketing | Polygram, New York, NY

Coordinator, Venues and Special Events | World Cup USA 94, Los Angeles, CA