

MIMI KANTOR

Boston, MA ≈ www.linkedin.com/in/mimikantor

CUSTOMER EXPERIENCE LEADER

CUSTOMER LOYALTY ♦ RELATIONSHIP MANAGEMENT ♦ CUSTOMER LIFECYCLE

DYNAMIC DIGITAL LEADER WITH expertise in driving engagement through understanding the customer journey; Proven ability in developing organizational strategies to achieve superior results; Adept at product development, project management and operations, as well as establishment and motivation of high performance teams; Improve processes, build out marketing, manage content creation, and leverage data analytics to prioritize improvement initiatives; Demonstrated success in leading organizational transformation and innovation; Talented in collaborating with stakeholders to achieve mission-oriented objectives by creating effective programs

CUSTOMER EXPERIENCE DESIGN // CLIENT TRAINING // CROSS-FUNCTIONAL TEAMS
PROBLEM SOLVING // DIGITAL MARKETING // STRATEGIC COMMUNICATION
BRAND LOYALTY // CHANGE MANAGEMENT // PROCESS IMPROVEMENT

CAREER HIGHLIGHTS:

- ❖ **PROJECT MANAGEMENT** – Manage a team of 6-8 content and digital strategists using Jira to organize projects and schedule daily work, juggle competing priorities, manage backlogs, conduct daily standups, and bi-weekly one on one update meetings; Use Kanban boards to represent the workstreams and review daily progress of tasks
- ❖ **WRITING/COMMUNICATION** - Lead a team of content strategists that consult with 650 users of a 50K page website; Operate as Managing Editor of Knowledge Base; Manage customer communications including emails to users and in-product communications, edit for voice, simple language, and clarity
- ❖ **PUBLIC SPEAKING AND PRESENTATIONS** - Effectively utilize PowerPoint to create multiple types of slide decks, recapping project progress for leadership or to provide training to users; Delivered presentations as a featured session speaker for numerous conferences
- ❖ **DIGITAL STRATEGY** - Wrote and published dozens of tweets, Facebook and LinkedIn posts to publicize a partnership with an important client using the product at dozens of summer events

CAREER PROGRESSION:

EXECUTIVE OFFICE OF TECHNOLOGY SERVICES AND SECURITY Boston, MA

PRODUCT MANAGER, CUSTOMER EXPERIENCE | MASS.GOV (1/18- Present) 09/18 – Present

Lead talented team of client advisors and content strategists, collaborating on four workstreams: product support, communications, self-service education, and customer engagement

- Triage requests from the state's COVID-19 Command Center and other state agencies that need a response within hours to produce content or data in support of evolving state programs
- Manage continuous updates of main COVID-19 page on Mass.gov that gets 200K pageviews a day
- Lead a team of developers to build a secure data pipeline that sends unemployment fraud reports to law enforcement agencies
- Provide and supervise continuous high-level customer communication to 650 users from more than 150 state agencies that includes service disruptions, product announcements, release notes, and develop strategic responses for challenging client interactions
- Develop program of education and training so users can successfully post content on 50K page Mass.gov
- Act as main point of contact for the Governor's Office of Communications to post constituent-facing site-wide alerts and home page content
- Present status reports on quarterly project progress and goals to leadership using 5 minute stories
- Write Statements of Work meant to fulfill specific quarterly goals matched to an organization-wide vision, leading to incrementally fulfilling fiscal year goals.

PRODUCT MANAGER, WEB ANALYTICS

01/18 – 09/18

Directed the launch of visual web analytics dashboards in the user interface with a scoring system that shows web traffic, statistics on findability, web interactions, readability, grade level, and broken links all used to improve content on Mass.gov

- Created a webinar, email campaign, training documentation, and provided daily product support for the launch of in page dashboards used to improve content on Mass.gov
- Directed the team of 2 data engineers and a visual designer in the development of customer-facing dashboards, using Superset, AWS, and a Google Analytics ETL for data transformation

GRASSROOTS UNWIRED

Bristol, PA

VICE PRESIDENT, BUSINESS DEVELOPMENT (Remote)

09/16 – 12/17

Supervised a team of 3 Account Managers in fulfillment of a sales pipeline

- Proactively gathered leads and designed an effective cold calling sales program for Account Executives
- Built a client prospect list to manage the pitch process and create digital communications, incorporating social, marketing automation, and web content, leading to dozens of new company prospects
- Analyzed operational gaps in product fulfillment, communications, and sales handoff, resulting in a set of new processes implemented to make the client experience more efficient
- Developed key relationships with national nonprofits to secure an enterprise level client

ROI SOLUTIONS

Cambridge, MA

TECHNICAL ACCOUNT MANAGER, CLIENT SERVICES

06/14 – 08/16

Managed a portfolio of 4 nationally known non-profits with > 10MM contacts on file

- Collaborated closely with clients on troubleshooting software issues, estimating new custom projects, and managing daily requests to ensure excellent client services were provided
- Wrote technical specs for software enhancements and oversaw deliverables on new programming initiatives
- Successfully spearheaded a project to manage and write dozens of technical specs for a client to transform data accurately from front-facing forms to backend CRM

DATABASE DESIGNS

Boston, MA

ACCOUNT MANAGER / NON-PROFIT TECHNOLOGY CONSULTANT

02/09 – 05/14

Directed software development lifecycle for a portfolio of 40 clients using Salesforce

- Handled the support workstream and regularly negotiated software enhancements, add-ons, and resolved contract conflicts to ultimately maintain the business
- Used research and discovery processes for each project, resulting in organized technical specs and documentation to complete projects on time and within budget
- Created Statements of Work considering complex budgets, tight timeframes, and deliverables tied to specific non-profits social programs

MIMI KANTOR CONSULTING

New York, NY/ Boston, MA

SOLE PROPRIETOR

04/06 – 10/13

Guided small businesses, entrepreneurs, and non-profits in developing a digital presence

- Implemented training processes that aided clients with building content and designing collateral

SOFTWARE SKILLS:

Camtasia/Snagit, Drupal, GitBook, HubSpot, Lucidchart, Mailchimp, PowerPoint, Salesforce, SugarCRM, Trello, WordPress, and more

EDUCATION:

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

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

Certificate in Practical Project Management, UMass Boston, Boston, MA

Gap Year, Young Judaea Year Course, Israel