AMELIA WELLERS

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Collaborative, human-centered and agile product, project and delivery manager with 7+ years of experience delivering digital products and high quality services with and for public servants, creators, innovators, and those they serve.

EXPERIENCE

2022 - 2023	**BLOOM WORKS.** Woman-owned public interest technology company.	**Remote**

State of California, Office of Data and Innovation (ODI)
Product and Delivery Manager (July - Oct 2022, Jan - Mar 2023, 30hr/wk)
- Recruited to lead a team of senior user experience researchers to deliver insights and recommendations to improve the State of California's recruiting, hiring, onboarding and retention ecosystem.
- Collaborated with directors and researchers to develop a 6-month roadmap, scope sprints, articulate research risks and limitations, develop and lead sprint rituals and share-outs, implement process improvements, and ensure contractual compliance.
- Helped to synthesize 68 pain points into detailed process maps and actionable, prioritized recommendations for prototyping. Findings were presented to GovOps Secretary Amy Tong and approved to continue research and begin prototyping solutions.

2022	**PART AND SUM.** Strategy and growth marketing agency.	**Remote**

Editorial Director and Sr. Strategy Consultant (Jan 2022–June 2022)
- Built and launched the Part and Sum Operating System, a public Notion-based content hub to centralize and share insights and frameworks with partners, clients, and industry leaders.
- In the first two months, trained and onboarded all 25 employees onto Notion, a workplace project management software, to enhance internal cross-project collaboration.
- Wrote and published the weekly newsletter, increasing the yearly average click-through rate from 3.3% (2021) to 4.0% (Spr. 2022) and open rate from 30% (2021) to 41.5% (Spr. 2022).

2019– 2021	**SKYLIGHT.** Digital design and tech consultancy helping government to deliver better services.	**Remote**

State of Connecticut, Office of Early Childhood (OEC)
Product Manager, OEC Website (June 2020–June 2021)
- Led a senior product team to launch and deliver OEC's new WordPress website. Increased mobile traffic site usage by 25% and doubled overall site sessions. As of Spring 2021, the site received ~1,200 visits per day.
- Advocated for and secured nine months ($350K) of funding to train 25 staff members, elevate the website's visual brand assets, improve accessibility and performance of news and event posts, and develop the agency's COVID-19 web content strategy.
- Within three months of joining the team, established sprint rituals that increased team velocity, re-strategized an API integration, set up QA tests that ensured Section 508c accessibility compliance and mobilized the decommissioning of the legacy site.

Deputy Engagement Manager (August 2019–September 2020)
- Partnered with Skylight's VP of Human Services to oversee operations for Skylight's first prime contract, a multi-faceted digital transformation initiative for the State of Connecticut.
- Developed and actively communicated standards of practice around the statement of work, removed team blockers, led team and client retrospectives to improve team processes.
- Managed Skylight's inclusion in a follow-on federal preschool development grant, winning $2.8M to continue improving OEC's data systems and data collection tools through 2021.

2019	**NYC MAYOR'S OFFICE FOR ECONOMIC OPPORTUNITY**	**New York, NY**

Product Management Apprentice, ACCESS NYC (March–August 2019, 20hr/wk)
- Implemented Google Tag Manager and Google Optimize to analyze product usage metrics and define key performance indicators across the full user journey.
- Overhauled 20+ data reports to reflect relevant metrics for government program managers.

| 2015–2018 | **CAMBRIDGE INNOVATION CENTER (CIC).** Workspace and programs for global innovators. | **Boston, MA** |

Marketing Lead (February 2017–March 2018)
- Led the proposal, re-design, development, and launch of CIC.com, merging five location-specific websites into one global site to elevate and streamline design and content strategy. Reduced site maintenance costs by 90%, increased user sessions by 60% within six months.
- Led CIC's first newsletter, social media and blog team to develop SEO-friendly, brand-reinforcing content such as client spotlights, podcasts, and press releases.
- Designed, wrote and edited 100+ email campaigns: maintained an open rate of 27% and increased readership by 60%.

Marketing and Events Coordinator (May 2015–February 2017)
Coordinated 250 events, achieving ~$40K in venue sales and a ~60% pipeline conversion rate. Led tours and contract negotiations, processed payment, and coordinated day-of logistics for public, private and VIP events. Helped grow the team from 3 to 9 members.

EDUCATION

| 2018–2019 | **CORNELL TECH, JOHNSON GRADUATE SCHOOL OF MANAGEMENT** | **New York, NY** |

Master of Business Administration, Tech MBA
Merit Scholarship recipient, Forté Fellow, Digital Marketing Intensive

| 2009–2013 | **TUFTS UNIVERSITY** | **Boston, MA** |

Bachelor of Arts in music, minor in architectural studies, *cum laude*

Courses
Certified Scrum Master, PSM 1. scrum.org. (2020)
Harvard Extension School. Statistics 101, A (2017)
DesignLab. Web Design 101 (2016)
Startup Institute. 8-week, full-time technical marketing intensive (2015)

FREELANCE

| 2021 - present | **AWELIA MUSIC. Small Business Owner.** | **New York, NY** |

Self-published musician and composer offering freelance composition, production, performance and songwriting services.

| 2015-2018 | **Digital Marketing Consultant** | **Boston, MA** |

Clients: **MTONOMY** (Spring 2018), **PopUp Music & Pickup Music Project** (2015–2016).

SKILLS

Team management and analytics tools: ZenHub/GitHub, Jira, Asana, Tello, Google Analytics, Google Optimize, Google Tag Manager, Google Data Studio, and Google Ads
Content, QA and creative tools: WordPress, Squarespace, Wix, Notion, BandCamp, BrowserStack, Hootsuite, Buffer, MailChimp, Campaign Monitor, Figma, Sketch, Adobe Photoshop, Logic Pro, Ableton
Code language familiarity: RegEx, HTML, CSS, SQL, Python