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Strengths

Interpersonal Skills, Visual Design, Data Analysis, Strategy, Project Management, Vendor Relationship Management, Marketing Management, Website Management, Web Analytics, Event Coordination, Sales, Customer Service

Technology

Salesforce Administrator, Confluence, Jira, HTML, CSS, JavaScript, Adobe Creative Suite, Figma, Adobe Analytics, OpenText/TeamSite, WordPress, Google Analytics, Google Ads, Google Tag Manager, Asana, Formassembly, Instapage, Axure, Hootsuite, Later

Professional Experience

AVP Experience Owner, Wealth Platforms Product Solutions – Citizens Securities Inc / February 2024 – Present

- Collaborate with partners in Sourcing, Risk, and Securities Based Lending business to onboard external vendor and implement third party end-to-end digital solution with goal of streamlining operations, underwriting processes, and scaling SBL business
- Develop a product roadmap focused on delivering exceptional customer experience. Transform the high-level vision into detailed requirements and acceptance criteria. Create, prioritize, and refine backlog in collaboration with Neighborhood Leads to deliver the most valuable work first, while ensuring technical integrity of all features. Ensure that the agile team works with cross-functional teams and delivers agreed upon standards for quality and scope

Senior Business Analyst – Citizens Securities Inc / April 2022 – February 2024

Client Portal Project

- Partnered with Experience Owner, agile pod, UX partners, and external vendor on effort to design, build, deploy and test net-new authenticated client facing portal for wealth clientele. Collaborated to gather requirements from technical and business teams, translating into acceptance criteria and writing stories for development and testing teams
- Conducted business and user testing in Salesforce, Vendor software and the internally developed solution, presenting findings to iterate and optimize the project
- Partnered with marketing and compliance teams to create and iterate planned communications artifacts for internal and external clients. Collaborated with learning team to develop portal related training material for wealth advisors
- Conducted data analysis in Excel and Microsoft Access. Managed data remediation effort as anomalies arose during the integration effort with the external vendor
- Documented meeting minutes and action items. Planned meetings, created agendas, tracked requests and action items from inception to completion

Wealth Dotcom Project

- Worked with stakeholders from the Business lines, UX, Marketing, Digital Analytics and Web Content Publishing teams to entirely redesign the unauthenticated experience for wealth clients and prospects on the dotcom site
- Delivered new webpages tailored to all segments serviced by the wealth organization in Fall of 2022
- Collaborated with EO to generate and manage the project roadmap, gather requirements, determine acceptance criteria, write stories and work with pod to refine/size using agile methodology
- Acted as scrum master for the pod, running ceremonies and managing the Jira board for a cross functional team
- Acted as day-to-day project manager for the effort, escalating issues to the EO and documenting project deliverables/artifacts using dynamic dashboards created in Jira and Confluence

Web Content Publisher - Citizens Bank / September 2020 – April 2022

- Lead project to migrate ~500-page DOTCOM experience into updated global UI components, mobile optimizing site and bringing all pages full-width
 - Determined overall strategy and execution using iterative methodology, troubleshooting, and resolving strategic and technical issues. Assigned out migration related work and monitored progress, provided training and support to team members
 - Collaborated with Product Owner and Manager to determine bandwidth, worked with vendor to catalog/resize/compress all images on the site, devised communication plan for larger team
- Lead effort to establish regular feedback loop with UX, Development, Web Strategy/Publishing teams. Explored opportunities for new CMS components, suggested enhancements to existing components and tested new page templates
- Collaborated with stakeholders on cross-functional teams to provide CMS guidance, problem solving to achieve specific LOB goals, and advise on migration strategy
- Built and maintained functional HTML forms linked to salesforce
- Published content to dotcom unauthenticated space using OpenText/TeamSite CMS using agile methodology
- Triaged issues related to publishing content, involving rate tokens, HTML, CSS, and JavaScript
- Provided support and UAT to dev pods before and during releases
- Established and documented internal processes with the goal of optimizing publishing efficiency and creating training materials to onboard new teammates

Marketing Specialist - Rakks / April 2018 – July 2020

Management of all marketing efforts with a focus on digital impact for a custom manufacturing company in the Architecture and Design space. Working in both B2B and B2C spaces with two product lines and two distinct audiences. Worked closely with GM and Board members to achieve objectives

Responsibilities included:

- Overall data-driven strategy and budget management
- E2E digital customer journey management, salesforce integration
- Graphic design and content creation for all channels
- All web analytics and reporting via Google Analytics
- WordPress website updates, optimization, and management
- e-Commerce product management + email campaigns
- Google Ads PPC strategy, execution, and optimization
- Project management + tradeshow coordination and execution
- Relationship management with external partners (Brand, UX/UI)
- Social media content, execution, and optimization

Chief Marketing Officer - Trefler's / December 2015 - February 2018

Management of all marketing efforts. Goals: increase brand awareness, encourage community interaction, drive lead generation. Worked closely with CEO, sales, and external marketing partners to achieve goals and propose strategy

Responsibilities included:

- Reporting and analytics for all digital properties
- All graphic design both internal and customer facing, content creation for all channels
- Event + tradeshow coordination and execution
- WordPress website management and maintenance
- Social media strategy, execution, and optimization
- Email marketing w/ testing for CRO
- Lead generation strategy
- Advertising budget management, media buying

Design/Studio Assistant - Judith Leemann / May 2013 - October 2017

Assisted Judith with all studio-related duties including but not limited to book and document design for print and interactive media, research and document creation by commission, collaboration on creation of multimedia studio works, installation of 2D, 3D, and performance works in professional gallery setting, video and photo editing, archiving past works, management of artist's catalogue, uploading content to various internet interfaces, general organization

Education

Massachusetts College of Art and Design, Boston MA
Bachelor of Fine Arts 2013 Self-Designed Major