

MICHAEL D'ORAZIO

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PROJECT MANAGER
PRODUCT BUILDER

FOCUS AREAS



TECHNICAL SKILLS

Software

AdWords; ComScore; Tableau;
Salesforce; Microsoft Office, Project;
SSRS, SSIS; Adobe CS; Xcode

Code

HTML, JavaScript,
CSS, MySQL, LUA,
Swift, VBA



EDUCATION



University of California, Berkeley
B.S. Business Administration

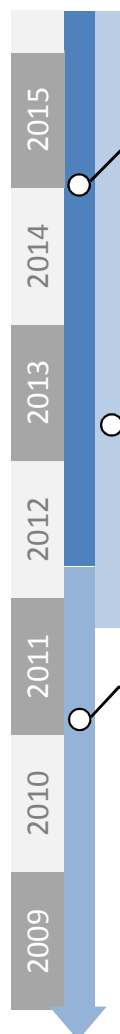


Peking University (Beijing)
Cert., Chinese Language & Culture

INTERESTS

- Screenwriting
- App Development
- Education
- Data Analytics

RECENT WORK



Concannon Business Consulting (Manager)

Toyota – Managed the design, development, and deployment of a market-leading CE/CX system for 1,200 dealerships nationwide.

Medallia – Managed a comprehensive CEM program, implementing program management best practices, and providing sales guidance for OEM prospects.

Toyota – Led the analysis team to design the next generation telematics ecosystem for Toyota and Lexus.

Regional Bank – Headed requirements team for a company-wide data warehouse design and build-out.

Learning Yard (CEO)

Oversee all operations to create and publish intuitive, high-quality educational games on mobile devices. Assess game viability, refine gameplay and manage roadmap.

The Revere Group (Consultant)

Microsoft – Created product and media delivery guides. Ran marketing pilot studies including video development, web content development, and multi-platform ad buys.

IPG – Developed comprehensive functional requirements, BI stack architecture, process flows, and KPIs for a new campaign management system.

NBC – Built an SSRS reporting infrastructure for Universal Clips, a b2b online media licensing system.

- ✦ Sales Guidance
- 📊 Data Analysis
- 🎯 Strategy
- 📢 Project Management
- 📈 Planning & Budgeting
- ✓ System Selection
- 👤 Resourcing

- 📱 iOS Development
- 🎨 Artwork Creation
- ❤ Branding

- 🔍 Market Research
- 🏗 Process Analysis
- 📄 Requirements
- 📑 Wireframes
- 📊 Analytics & Reporting
- 🔧 Testing

Experience

Concannon Business Consulting

Manager (February 2013 – Present), Senior Consultant (January 2012 – February 2013)

Lead technical consulting engagements in Project Management, Program Management, and Strategy across multiple industries, for client projects including:

Medallia

- Managed a comprehensive Customer Experience Management program for a prominent OEM client, supervised 4 analysts, and directed all aspects of the client relationship.
- Developed and implemented program management best practices across all client programs, including automotive, hospitality, and retail. This included CE/CX strategic recommendations for executive-level staff at multiple Fortune 500 companies.
- Provided active sales support including technology adoption guidance to the business development team for automotive OEM prospects.

Toyota (CX)

- Performed in-depth due diligence of potential partner technology stacks, capabilities, and compatibility with in-house systems to handle large-scale CX programs.
- Led a cross-functional team of consultants and in-house resources to design, develop, and deploy a market-leading CE/CX management system reporting results of over 2 million annual surveys for over 1,200 Toyota dealerships nationwide.
- Managed the contracts, documentation, marketing, and partner relationships in support of a new multi-year “Customer First” initiative designed to increase customer retention.
- Deployed custom-developed dashboard modules and functionality to encompass the Scion and Toyota Certified Used Vehicles brands as well as the launch of region-specific performance and awards benchmarking.

Toyota (Business Process Improvement)

- Led business process improvement activities across multiple departments and vendors.
- Managed a team of 3 analysts to develop process flows and SOPs on tight deadlines.
- Interviewed stakeholders, documented current processes, and recommended strategic process improvements to improve efficiency and robustness.

Toyota (Telematics)

- Led a 5-person analysis team to design the next generation telematics ecosystem to be used for all 2017-2021 Toyota and Lexus vehicles; including identification of market-leading business partners, and development of a comprehensive RFP.
- Researched, evaluated, and presented strategies for making Apps available to drivers and passengers of internet-connected vehicles.

Leading Regional Bank

- Managed a 6-person requirements team to document, index, and link multiple sources of financial data as part of a new company-wide data warehouse design and build-out. The warehouse is now used by all departments for SEC filings and internal research.
- Evaluated existing systems infrastructure and selected complementary BI platform tools to enable future-ready data collection and analysis.
- Led the business-side translation of data and system requirements into a functional web-based reporting portal used by over 200 employees.

The Revere Group (October 2008 – January 2012)**Consultant (April 2010 – January 2012), Associate (October 2008 – April 2010)**

Performed a variety of technical consulting Business Analysis and Project Management work for media, entertainment, and tech clients on projects including:

Microsoft

- Managed Scrum teams to develop a customized ASP.NET CMS and HTML5-based front-end templates still in use by field offices to import, create, and distribute marketing content to users worldwide.
- Designed, created, and implemented an in-house social media monitoring system based on AdWords, ComScore, Radian 6, an Excel database, and in-house tools to provide ongoing brand and market insights on topics relevant to Microsoft.

Interpublic Group

- Developed comprehensive FRDs, BI stack technical documentation, and KPIs for a new management system covering the entire “idea to invoice” ad campaign lifecycle. Artifacts were created based on RUP with wireframes constructed and reviewed in Visio.

NBC Universal

- Collected BI requirements from key stakeholders and leveraged an interactive wireframing and presentation package (Sketchflow) to ensure client satisfaction prior to development.
- Built a reporting infrastructure and over 20 business critical reports based on the Microsoft SQL Server stack for Universal Clips, a b2b online media licensing system.

Graduate Intern, Sony Pictures Entertainment (December 2007 – October 2008)

- Created current season domestic TV market outlook and 2-year forecasts in Excel and Access of both future market conditions and new series opportunities.
- Researched online video market and planned ongoing strategy for expanding awareness and user retention of Sony's branded online video website, Crackle.com.
- Performed audience testing and results analysis on sample groups for Sony's new series pilot episodes.

Education**University of California at Berkeley**

B.S. Business Administration. Minor in Chinese Language & Culture and significant coursework in Computer Science.

Peking University (Beijing)

Certificate, Chinese Language & Culture (full year of immersive coursework in the prestigious Mandarin Training Program).

Memberships**Alumni Scholars Association (UC Berkeley)**

Assist with applicant screening, alumni relations, and potential scholar interviews.

Writers Guild of America, West

Routinely publish and peer-review both feature- and short- length screenplays.

Additional Skills

Software

Google AdWords, Google Analytics, ComScore, Radian 6, Microsoft Office, Project, SQL Server Reporting Services, SQL Server Integration Services, Adobe Creative Suite

Programming

JavaScript, VBA, HTML, PHP, CSS, MySQL, Objective-C, Swift, LUA, Python

Foreign Language

Proficient in Mandarin Chinese