

# Celina Steins BA, MBA, MScIB, ACP

## AGILE PRACTITIONER and PROJECT MANAGER

• Global Cross-Functional Team Leader • CMS Expert • Scrum Master • SaaS Specialist • Scrum Product Owner

Dedicated and self-motivated agile practitioner with over 5 years of experience in project management, specialized in leading agile teams and helping enterprise clients succeed by providing expert knowledge with digital products and CMS systems, empowering team members during the redesign, the upgrades of software products or the maintenance and support of websites and e-commerce products with a focus on building great relationships, trust, and project success for the clients and partners

### Project Management Experience:

Progressively responsible career in global enterprise companies and with e-commerce and SaaS products, full project life-cycle management from initiation to closure, global, cross-functional project team leadership, PMI Member, PMI-ACP Certification, Automotive, Healthcare, e-commerce, Omnichannel, Finance, Provincial Gov. Projects, Retail and Delivery Digital Media & Marketing Optimizations

### Other Expertise:

Agile / Scrum / Kanban / ITSM / SDLC / Asana / JIRA / Confluence / MS Office 365 / Google Workspace / SOWs & Estimations / WBS / Budget Management / Software Integration / Sitecore / UI/UX / Backlog Grooming / SaaS implementations (Google Workspace and HubSpot) KPIs / Reporting / Capacity Planning / Forecasting / PMO / Staffing

## Work Experience

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### **Contract - Digital Project Manager** Dog and Pony Studies Inc. - (Remote) September 2023 to April 2024

- Project management for enterprise clients such as CIBC, The Canadian Security Exchange, Athena Global, FTI Real Estate Brazil and Northwest Healthcare Properties
- Complete project lifecycle management with an international, cross-functional team for clients like Northwest Healthcare Properties, for example the launch of their new leasing website in April 2024 and other fixed price projects for the bank CIBC
- Successful oversight of project teams, work in progress and client communications including status updates, capacity planning and resource and budget management in Harvest
- Provided regular status updates to VP of Digital and led client communications (including CMS training)
- Helped gather requirements and update the backlog (product ownership), provided extensive QA
- Setups of WordPress CMS platform, including content modeling, SEO setup, familiarized with headless approach for hosting sites on a WP Engine
- Accompanied additional plugin installations such as Cookiebot and HubSpot implementations
- Actively worked with Figma wireframes and mock-ups to gather requirements and provide client presentations
- Worked comprehensively on project creation and ticketing in Asana to provide requirements and overviews to the project team in a centralized space, including time estimates, status updates, acceptance criteria and user story creation as well as QA workflow optimization and introduction to ad-ons like GitHub information and training of new team members and clients on Asana boards

### **Freelance - Owner/Operator** Websites4BC Web Projects and Services Inc. - Richmond, BC 2019 to Present

- Over 10 years of experience offering digital projects and website launches as well as online optimization to small business owners in Canada, the UK and Germany such as OCD Excellence, Hallenbad Duingen, PDJ Construction, Neighbourhood Dog Training and many others
- Successfully launched over 20 mobile friendly websites and social media accounts including SEO and analytics to drastically (at least 90%) increase the customers online audience and ROI's from online appearance
- 10+ years of web design and expert knowledge in software use such as Wix and WordPress
- Implemented the SaaS Google Workspace (G Suite) and cloud infrastructure for a provincial organization and helped upgrade their POS system with the addition of a new Webshop, including setup and management of their Microsoft CRM and their CMS system to provide a ticketing system

### **Intermediate Project Manager/Business Analyst** TechGuilds Consulting Inc. (Remote) 2022 to 2023

- Facilitated, managed and staffed a team of over ten developers at times, led regular Scrum ceremonies like standups, backlog grooming and sprint planning meetings as well as sprint reviews and retrospective
- Conducted kick-off meetings for Sitecore upgrades and support projects with clients, and led weekly client status update calls

- Managed budgets of over 500k, scoped and supported sales staff, documented comprehensively, using Confluence and JIRA cloud versions
- Leveraged SaaS/e-commerce experience to provide valuable insights and problem-solving strategies and optimize the product integration process
- Utilized Jira and Harvest Forecast to track team progress, identify bottlenecks, impediments or roadblocks and create the efficient collaboration of team members and regain productivity for the success of the sprints and oversight of QA processes
- Provided WBS as well as SOW's and successfully managed change requests to adhere to budget and scope
- Managed time logs of employees and facilitated capacity meetings
- Reported regularly on project progress, to executive leadership team and clients, developed contingency plans based on new requirements and communicated to all stakeholders and team members
- Managed clients requirements as Product Owner and Business Analyst, managed issues in JIRA backlog

**Web Project Manager** Falcon Software-Company Inc. - Victoria, BC (Remote) 2021 to 2022

- Successfully managed redesign and website launches for international enterprise clients in JIRA and Confluence
- Followed project timelines and budget constraints, delivering high-quality results within the agreed-upon scope for all change requests and fixed price projects like ECS Cable Supply Ltd., Regency Fireplace Products, and several government institutions
- Provided consultation and expert knowledge in CMS (Kentico) and CRM systems (Salesforce) and supported integrations for clients
- Managed software upgrades and implementations in Kentico, supporting projects and optimizations for e-commerce clients, including the marketing optimizations with third party platforms like Mailchimp
- Worked with BC government entities, facilitated agile based meetings and status calls with the team of developers
- Consulted clients on design strategies and online marketing and managed team of freelance designers and senior full-time developers

**Project Manager** kuehlhaus AG - Mannheim, Baden-Württemberg, GER (Hybrid) 2020 to 2021

- Successfully managed e-commerce and omnichannel projects for the website redesign, upgrades and the launch of digital enterprise projects in CMS systems like WordPress, Oxid, and Sitecore
- Collaborated effectively with a variety of business stakeholders to ensure project goals were clearly defined and aligned with business objectives
- Provided forecasts, managed budgets, analyzed risks and managed resource allocations of large projects like Schiesser AG, Vega Messtechnik AG, and Apetito AG, while facilitating agile team meetings while applying agile practices
- Managed the relaunch for large enterprises using CMS software in GER and the DACH region including budgets of over 60k each and e-commerce projects of up to 1 million as well as team sizes of over 20 employees
- Successfully managed e-commerce sites by offering UI/UX support, consultation for campaign workflows and overall digital presence, incl. managing the development teams during program upgrades/redesigns and with QA
- Established WBS, scopes, estimates and created quotes
- Helped interview freelancers and supported the staffing process
- Provided outstanding client support and fostered long-term relationships

### Education, Additional Qualifications & Traits

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Vancouver Island University - Nanaimo, BC, <b>MBA</b>	2011 to 2013
University of Hertfordshire - Hatfield, SK, Remote, <b>MScIB</b>	2011 to 2013
Hochschule Bremen, Germany, <b>Bachelor of Arts in International Journalism</b>	2007 to 2011

**Recent Professional Achievements:** PMP courses/training for exam preparation, rapid assessment and recovery of struggling projects, reached personal leadership goals, gained GDPR and CASL knowledge, improved knowledge of accessibility best practices, Upwork member and Wix Partner

**Personal Traits:** Strategic thinker, acts tactically and professional, approachable, can multi-task, is inclusive and open-minded, fair and responsible, has patience and endurance, is reliable, works well under pressure, with excellent interpersonal skills, bilingual (German, English)