Jennifer Gentry-Saulski

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# Professional Profile

Highly adaptable IT professional and manager with over 25 years of experience in business analysis, project management, content management systems, and data analysis. Excels in building relationships and liaising between client, the delivery team and developers to ensure results are delivered on time and within budget. Highly organized and adaptable problem solver with clear attention to detail. Thrives in a fast-paced environment and works easily on cross-functional project teams. Areas of expertise include:

* Leadership and Consultation
* Creative Problem Solving
* Collaborative Team Leader
* Project Management
* Content Management Strategy
* Design Thinking
* Process Improvement
* Resource Management
* Team Building
* Agile Scrum

# Skills & Abilities

* Project Tracking Systems (JIRA, Workfront, Monday.com, HP QA, TFS, Version One, Basecamp)
* Wireframes/Axure/Zeplin/Figma
* Adobe Creative Cloud
* Collaboration Technologies (SharePoint, Trello, WebEx, Skype, Slack, Teams, Confluence)
* Content Management Systems (Adobe Experience Manager, TeamSite, WordPress, and Sitecore)
* Proficient in both MAC and PC’s
* A/B Testing
* ADA Compliance
* Website and System Testing
* HTML
* Responsive Design
* Microsoft Office Suite
* SQL
* Extensive experience with backlog management and grooming
* Analytics testing

# Experience

## Associate Partner – Content Management Strategy | IBM | July 2022 – present

##### Albertsons Pharmacy Team – 7/2022 – Present

* Lead a team in the development of the B2C Pharmacy sites on AEM. This includes the 12 Pharmacy banners, the Sincerely Health site, and the Wellness blog on WordPress.
* Lead a team of 4 people in the development of the B2B Pharmacy clinics microsite on AEM.
* Created a Content Management Strategy team across multiple disciplines to teach the importance of Content Management Strategy and how to prevent rework in code and components.
* Mentor designers, copywriters, and developers in best practices in content management system component design and usage
* Led a project team on Digital Asset Management strategy and best practices

## Senior content technical director | IBM | January 2020 – June 2022

##### Albertsons Pharmacy Team – 11/2021 – 06/2022

* Senior Technical Consultant for B2C Pharmacy
* Engagement Lead for B2B Pharmacy

##### Albertsons Digital Production Manager – 11/2020 – 10/2021

* Led Albertsons’ internal Digital Production team on task analysis, management, and deployment
* Implemented usage of Experience Fragments across the portfolio to save time for page creation and updates
* Lead Designer/Analyst for new and updated AEM components
* Microsites Product Owner and page Developer

##### Albertsons’ Digital Guidelines – 07/2019 – 11/2020

* Product Owner for the Digital Guidelines site
* AEM Product Support
* Lead Designer/Analyst for new and updated AEM components
* Microsite Product Owner and page Developer
* Digital Production Specialist and Manager for the Digital Production team (web responsive and mobile app)

## content analyst/strategist director | IBM | September 2017 – December 2019

##### Albertsons’ Reskin Project – 09/2017 – 06/2019

* Performed the role of Scrum Master for a cross-functional team redesigning the Albertsons’ Shop (eCommerce) and Loyalty (www) sites
* Acted as Lead Business Analyst on the project
* Wrote and executed training to the client on using Adobe Experience Manager
* Was the main liaison between the client and the development team
* Converted role to the release and implementation managing consultant

## Sr Technical Analyst | Organic, Inc | September 2010 – June 2017

##### American Family Insurance – 08/2016 – 06/2017

* Performed the role of Scrum Master for a cross-functional team redesigning the MyAccount pages
* Worked remotely with multiple disciplines to ensure project success
* Wrote Business Requirements for the new MyAccount project
* Collaborated remotely with other development teams to ensure proper implementation of shared components
* Developed training materials and executed training for new Adobe Experience Management system

##### Kimberly-Clark – 05/2015 – 06/2017

* Acted as Project Manager to oversee onshore development on site changes
* Managed off-shore team to ensure proper development of site work, emails and OLA units
* Performed ad-hoc updates and QA on emails and OLA units, as needed
* Worked with the team on responsive design of site and emails
* Managed the team to ensure proper utilization

##### Toyota – 10/2012 – 10/2014

* Produced a complete website and backend redesign implementing a CMS system (TeamSite) allowing for marketing updates by 26 regional offices across the country
* Authored technical and business documentation, such as Business Requirements, Scope, Functional Specs, Site Specs, Use Cases and online manuals for use by the business groups
* Developed training materials and executed in-person and remote training for 26 regional offices
* Provided post-launch support for all regional offices as well as corporate clients

##### Hilton – 10/2010 – 08/2012

* Produced a complete website and backend redesign for their international B2C site implementing a CMS system (TeamSite) for 10 brands
* Oversaw implementation of ADA compliance within WCAG AA guidelines
* Authored/updated 100 pieces of technical and business documentation, such as Business Requirements, Scope, Functional Specs, Site Specs and Use Cases to support project
* Produced training materials and executed in-person and remote training for 90 employees
* Provide post-launch support for all employees

## Systems Designer/analyst/programmer | The Epitec group (Ford motor company) | January 2005 – September 2010

* Gathered requirements and performed analysis on many aspects of the Ford Sales, Export & Logistics System
* Subject Matter Expert (SME) Ford Sales, Export & Logistics System
* Redesigned and wrote the sales reporting programs for Global Export system that were directly reported to Alan Mulally (CEO of Ford)
* Integrated new data feeds which expanded 8 new production and sales markets for Ford vehicles
* Wrote the documentation necessary for the system to meet requirements of the Sarbanes-Oxley act (S-OX)
* Wrote Use Cases, functional specifications and Solution Delivery Methodology (structured documents and test cases) for all projects
* Implemented new processes that eliminated nightly on-call work

## Senior Database Analyst/SoftWare Engineer | Global Crossing (now level 3 communications) | May 1997 – October 2004

* Gathered requirements from the users and performed analysis required for their projects
* Performed Relational Database Designs on DB2 tables including conversion of non-partitioned tables to partitioned
* Maintained Database Integrity by monitoring the system to prevent outages and assisted the Application Programmers
* Converted Ideal programs to CICS using Datacom SQL
* Fine-tuned SQL calls in DB2 programs to decrease CPU usage
* Developed and Implemented new and existing mainframe programs, (Cobol) to support the Carrier CDR process using DB2 and CA-Datacom
* Developed Internet-based application with front-end pages using HTML and ASP and the back-end using the mainframe for data storage and manipulatio006E
* Trained corporate employees on newly implemented system
* Wrote documentation and performed training seminars for co-workers on DB2-related products
* Provided 24x7 on-call support on a rotating basis

# Education

## B.S.B.A | June, 2000 | Lawrence TechnologicaL University

* Major: Management Information Systems (Cum Laude)

## Associates | DECEMBER, 1996 | Henry Ford CommuniTy College

* Major: Science (Cum Laude)

# Certificates

* Certified Scrum Master, Scrum Alliance