

CURTIS G. CARMICHAEL

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OBJECTIVE

To function as a Scrum Master, Project Manager, Technical Business Analyst, Solution Architect, or Systems Analyst.

QUALIFICATIONS

- MS in Information Technology from Southern New Hampshire University (GPA: 3.945).
- Six years of full time business/systems analysis and project management experience for leading global information technology companies.
- Over 1.5 years as a Certified ScrumMaster® (CSM) for a UI scrum team at Amadeus, a leading software company.
- Experience with business transformation initiatives, including overhauling a sales and customer on-boarding process to increase sales pipeline visibility and enhance communication.
- Diverse professional IT experience in multiple industries, to include software, real estate, and publishing.
- Author of a book titled *Effective E-Marketing Strategies* (2012), now on *The Business Journals*' 2018 "10 Books Aspiring Business Executives Should Read This Year."

SKILLS

Skill Area	Comments
Project Management	<ul style="list-style-type: none">▪ Advanced project management and leadership coursework.▪ Experience using Jira, MS Project, and Basecamp.▪ Writing associated project plans (i.e. risk matrix, issue management log, quality requirements, scope, charter, etc.)▪ Writing business and technical requirements.
Quality Assurance (QA)	<ul style="list-style-type: none">▪ Writing and executing test plans.
Agile/Scrum Experience	<ul style="list-style-type: none">▪ Scrum Master responsibilities, with global team collaboration. Experience with two and three week sprints.▪ Daily standups, demos, capacity calculations, conducting retrospectives, planning meetings, sizing, leading end of sprint demos, and assisting with creating user stories.
Diagramming	<ul style="list-style-type: none">▪ Business process diagrams.▪ Experience with UML, including PlantUML syntax.
System Design/Development	<ul style="list-style-type: none">▪ Creating wireframes for new applications/system enhancements (experience using Axure RP 8 Team Edition, and Balsamiq Mockups).▪ Front end coding using HTML and CSS.▪ Databases: experience using MySQL, PostgreSQL, and Access.▪ Adobe Creative Suite (Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop)▪ Content management systems (CMS): WordPress, Joomla, Drupal
Marketing/Sales Tools	<ul style="list-style-type: none">▪ Survey tools: Questionmark, SurveyMonkey, Clicktools▪ Customer relationship management (CRM): Salesforce▪ Email marketing tools: MailChimp▪ SEO tools: WebCEO

INDUSTRY EXPERIENCE — Ten year highlights listed below.

Certified Scrum Master (CSM) / Technical Business Analyst

Amadeus IT Group, Waltham, Massachusetts → 7/2015 – Present

(Note: This is an on-site, full time contract role that has been renewed since 7/2015. Technically, I am employed by XDIN Technology, Inc. as a Senior Solution Architect.)

- Scrum Master since August 2016 for a UI development team. Also assisted/advised a second UI development team from June 2017 - January 2018.
- Technical business analysis for a cutting edge hotel administration platform. The new system will be used by a major international hotel chain with ~5,000 properties, with expansion planned for other major hotel chains.
- Designed wireframes for core software functionality using Axure. Proposed UI/UX solutions for brand new functionality, and to support the migration of a command line interface to a modern web solution.
- Built detailed UML diagrams for solution documentation (i.e. System Sequence Diagrams (SSDs), concept diagrams, business flow diagrams). SSDs included user flow descriptions, API calls, requests, JSON info, back end service calls, and service attributes. The documentation proved valuable for historical reference and supporting Developers.
- Created a detailed data dictionary for the solution, used to automatically generate updated concept diagrams.

IT Business Analyst

Thunderhead, Manchester, New Hampshire → 4/2012 – 7/2015

- Working with the team, I wrote a detailed training document and SOP (Standard Operating Procedure) for a new Sales and On-boarding process implemented in Salesforce. Assisted with the maintenance of these documents, and changes to the associated process diagrams.
- Working with members of the cross functional team, I designed, built, and documented a bulk user upload tool that enabled the organization to on-board multiple accounts in our customer community at once. This tool used the Jive REST API, JSON, and Curl.
- Project managed office expansion and ultimately, an office move. Ensured all ISP services and office infrastructure was fully moved and implemented on time. Assisted with implementation of IT infrastructure.
- Managing and implementing a centrally-managed end-point protection system (network agents, workstation and server clients, policies, user support).
- Evaluated HCM/HRCM/HRMS solutions / assisted HR with technical implementation of an HCM (Vana).
- Tech lead for a customer community portal implementation (Jive). Worked with the marketing/customer experience team with this initiative.
- Familiarized myself on how to use the Clicktools survey system and trained HR and the marketing/customer experience team how to build surveys and integrate with Salesforce.
- Identified challenges/concerns among core departments for a possible Bring your own Device (BYOD) implementation, while suggesting possible ways to reduce or mitigate those concerns.

UI Designer

Thunderhead, Manchester, New Hampshire → 8/2011 – 4/2012

- Responsible for creating user interfaces for a cutting-edge cloud application from Balsamiq wireframes/Photoshop mock-ups (HTML, CSS and using jQuery components).
- Ensuring coded designs match wires and mock-ups with pixel-perfect precision.
- Research and implementation of cutting-edge technology, frameworks, etc. (i.e. HTML5 Boilerplate, 960.gs, fluid and responsive web design/development, LESS/SaSS, web fonts, CSS3, HTML5, best practices).

Web Developer

Tarsus Ventures, a division of Tarsus Group plc, Peterborough, New Hampshire → 12/2008 – 8/2011

- Responsible for the technical project management and web development for the following web sites: TSNN.com, OffPriceShow.com, OffPriceNews.com, RecruitingTrends.com, TheRecruitingConference.com.
- Innovative email marketing and campaign management for small to large outbound email campaigns.
- Reviewing web site metrics and implementing creative strategy for improving Tarsus' web sites.
- Advising/implementing SEO and social media strategy.

Web Marketing / Communications Manager

Vicon Publishing, Inc., Amherst, New Hampshire → 1/2007 – 8/2008

- Managed web marketing/administration for the company's corporate web site, ViconPublishing.com in addition to their trade publication web sites.
- Introduced new advertising channel using Google AdSense.
- Redesigned e-newsletters for *Forensic Magazine*®, *Lab Manager Magazine*® and *Controlled Environments Magazine*® for optimal exposure to ads while providing a more visually appealing newsletter.
- Managed email marketing initiatives for company.
- Web traffic analysis and reporting (via Google Analytics).
- Created sales support documents (print and electronic), content preparation of misc. marketing pieces, etc.

Webmaster

Council on International Educational Exchange (CIEE), Portland, Maine → 1/2006 – 1/2007

- Managed CIEE's web platform, including corporate intranet, client extranets and public web sites (CIEE.org, etc.)
- Published various new CIEE marketing material on the web and editing existing material as necessary.
- Managed email marketing campaigns via Lyris ListManager, web-based surveys using Questionmark and online training/orientation sessions via WebEx Meeting Center.
- Responsible for web traffic analysis and reporting (via WebTrends Analytics 8).
- Implemented successful Search Engine Optimization (SEO) and Search Engine Marketing strategies.

EDUCATION

Southern New Hampshire University, Manchester, New Hampshire (2011-2014)

- Master of Science in Information Technology (GPA: 3.945)

Plymouth State University, Plymouth, New Hampshire (2000-2004)

- Bachelor of Science in Web Management and Internet Commerce.
- English minor.
- Four web design/development internships (PSU Student Union, IT dept., PR, Athletics dept.)

MicroTek

- Certified ScrumMaster® (CSM) – November 2016
- ADM-201 Salesforce Administration Essentials for New Admins – October 2013

REFERENCES

- Please see "Recommendations" at <https://www.linkedin.com/in/curtiscarmichael/>.
- Other professional references available upon request.