

# Celina Steins BA, MBA, MScIB, ACP

## AGILE PRACTITIONER and INTERMEDIATE PROJECT MANAGER

A: Richmond, BC\* M: +1 778 235 2462 W: csteins@websites4bc.com \*Available for Hybrid and Travel

• 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 Manager Experience:

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

### Expertise:

Agile / Scrum / Kanban / ITSM / SDLC / Asana / JIRA / Confluence / MS Office  
365 / Dynamics / Google Workspace / SOWs & Estimations / WBS / Budget Management / Software Integration / Sitecore XM / 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 of enterprise financial industry clients such as CIBC, The Canadian Security Exchange, Athena Global, FTI Real Estate Brazil and Northwest Healthcare Properties
- Completed project lifecycle management of Northwest Healthcare Properties' new leasing website for Canada, including the launch in April 2024 and managed fixed price project for CIBC
- Successful oversight of project teams, work 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 trainings)
- Helped gather requirements (product ownership) and provided extensive QA with the QA Analyst
- Setups of Wordpress CMS platform, including content modeling, SEO setup, 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 mockups 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 trainings 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 for regular Scrum meetings
- Conducted kick-offs for Sitecore upgrade and support projects with clients as well as weekly client status calls
- Managed budgets of over 500k, scoped and supported 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 overseeing QA process
- Provided WBS as well as SOW's and successfully managed change requests to adhere to budget and scope
- Managed time logs of employees, including facilitating capacity meetings & helped interview freelancers
- Reported regularly on project progress, to executive management and clients, developed contingency plans based on new requirements to all stakeholders and team members
- Managed clients requirements as Product Owner and Business Analyst in the 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
- Adhered to 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
- Worked with BC government entities, facilitated agile based meetings and status calls
- 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's XM Cloud
- Collaborated effectively with a variety of business stakeholders to ensure project goals are 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 and applying agile methodologies
- Managed 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 and teams 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 quotes as well as outstanding client support

### 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 Int. Journalism</b>	2007 to 2011

**Professional Development:** PMP courses/training for exam preparation, rapid assessment and recovery of struggling projects, presentations, leadership, ethical conduct, GDPR and CASL, Upwork, Wix Partner, freelance web designer

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