

Lillie N. Lavado

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Highlights

Enterprise IT Service Operations management; international project management; Salesforce and Slate CRM database administration; comprehensive digital marketing management; UX and web design and development; community organizer.

Experience

ITS Communications Operations Manager, Northeastern University, Remote

Nov 2022 – Present

- Lead day-to-day operations and production for IT Communications team; counsel management on operational and production issues and opportunities; contribute to overall unit creative and strategic direction and implementation.
- Represent IT Communications as a member of the ITS Service Management Team, educate and help guide colleagues and leaders on communications best practices and how they may best be leveraged as part of processes, change, and service management.
- Monitor project schedules and roadmaps, help manage project budgets, coach staff, and drive team efforts around customer-first engagement, operations and process management, and continuous quality improvement.
- Ensure operational and production activities, and tactical marketing and communication goals are aligned with and support the strategic messaging and marketing and communications goals of the unit, ITS, and the university.

Programmer Analyst III, Texas Tech University System, Remote

Nov 2022 – Nov 2023

- Slate for higher ed technical and business analyst with CRM administrator duties, responsible as analyst to evaluate and provide business process analysis, technical support, and problems solving to help campus partners update processes to leverage the CRM.
- Encourage multi-unit participation on work to define, scope, and build cross-departmental business processes and data flows to take advantage of CRM functionality.
- Design and develop email marketing campaigns, all assets, templates, etc; oversee integration testing, coordinate end-user testing, and create and maintain test plans.
- Manage user account creation, maintenance, and security auditing.

CRM & Comm. Manager, University of Maine System, Remote

Oct 2018 – July 2023

- First in role with responsibility to build-out higher ed recruitment plans for two campuses developing and designing all digital assets, HTML/CSS email templates, unique mailings, and social media content with adherence to brand standards and accessibility standards.
- Salesforce admin support for multi-org instance with Marketing Cloud and Journey Builder, also using Jira help desk, PeopleSoft, Informatica, Adobe Creative Suite, etc.
- Optimize data integrity measures, configure automated outbound flows, targeted multi-step reporting, UX design and analytics evaluations, troubleshooting and on-demand reporting.

Candidate (Maine House of Representatives), Maine Dems, Presque Isle, ME

February – November 2020

- Designed and developed all media for my campaign; developed and administered lillielavado.com website; created unique branding for signage, letters and postcards; devised social media profiles and content that enhanced organic reach and paid boosts.

Tech Lead/Founder/Teacher, HS UX & Web Design Team, Presque Isle, ME

Sept 2014 – Present

- UX design & web development and marketing for business, personal, non-profits; functionality testing; campaign development and implementation; manage all business operations, team/interns, and classes (KidzCode, KidzCode Robotics, Code like a Mother)
- Established family-friendly coworking startup serving as small business incubator for rural economic initiatives; social media/digital marketing lead; recruit and event coordination

Pre-Separation Readiness Specialist, Loring Job Corps Center, Limestone, ME

March – September 2016

- Developed curriculum and taught weeklong workshops including Resume, Work & Career, Microsoft Office & Adobe, Social Media Networking, and Social Media Safety; career counseling; document progress in case notes management system

Digital Marketing Manager, Carroll's Auto Sales, Presque Isle, ME

July 2015 – February 2016

- Analyzed digital marketing presence and implemented recommendations; graphic design, photography, video and photo editing; coordinated with corporate GM marketing initiatives; maintained website; initiated and managed multi-channel social media marketing campaigns.

Virtual Event Coordinator (Grad Intern), International Association of Peace Messenger Cities

April – Nov 2012

- End-to-end project manager for live-streamed international simulcast of youth performances; remote logistics management and support for twelve municipal districts, multiple time zones; budgeted at minimal cost for maximum access; supported diversity and cultural sensitivity.

Volunteerism

Recovery Services, American Red Cross, 2021 – 2022

Secretary, UMPSA Unit, University of Maine System, Apr 2019 – Present

Secretary, Platform Committee, Maine Democratic Party, Jan 2021 – Feb 2022

Chair, Aroostook County Democratic Committee, Jan 2021 – Feb 2022

Voting Member and Youth Educator, Mainely Girls, Executive Board, Feb 2021 – Feb 2022

Candidate, Maine House of Representatives, District 147, 2020

Digital Literacy Instructor, Girl AmeriCorps, Oct 2018 – Mar 2019

Voting Member, Aroostook Partners in the Arts, Spring 2019

Troop Leader, Girl Scouts of Maine, July 2017 – Jul 2018

Web Developer (Volunteer), Wintergreen Community Arts Center, Fall 2013

Education

Computer Information Systems, Computer Science, MS, University of Maine – in Pursuit

User Experience Design, Interactive Media, MS, Quinnipiac University – 18 credits

International Studies with Arabic Minor, Bachelor of Arts, Trinity College – 2010

Communication Media, Associate of Science, Capital Community College – 2007

Professional Development

ITIL 4 Foundations, NERCOMP, June 2023

Gamification of learning, NERCOMP Thought Partners Program, Oct 2023

Technolutions Slate Summit, Nashville, May – Jun 2023

SharePoint Essentials, Configure and Manage, LinkedIn Learning, Jul 2023

Marketing Cloud MKT101, Salesforce, Feb 2021

Marketing Cloud MKT 201, Salesforce, Apr 2021

ACRES, Maine Math & Science Alliance, Dec 2017 – Jul 2019

Venturing Forth, New Ventures, Fall 2017

ALL for Women Conference, New Ventures ME, Mar 2017

ME International Business Forum, University of Maine Presque Isle, Feb 2017

Young Professionals Institute (YPI9), University of Maine Presque Isle, Spring 2016

Technical Skills

IT Operations: ServiceNow Agent (knowledge base, change, demands, catalog, help desk);

Confluence Jira help desk; ITIL; Service Management; Statuspage; Microsoft Teams;

SharePoint, Project Tracker, OneDrive; PowerBI; Workday

Web Development, DBM, etc.: HTML; CSS; PHP; Java; JavaScript; Bootstrap; FTP; MySQL;

Dreamweaver; FileZilla; WordPress; Joomla; WIX; BlueHost; BANNER; Drupal; Python;

Informatica; Apona, Stackflow, Slack, IONOS, Brightspace, Blackboard, Jira, Valentina Studio

User Experience / Interface Design (UX/UI): Axure; Balsamiq; POP Apps; Audits; Analysis;

Personas; Wireframes; Illustrator; Interviews; Surveys; Statistical Analysis; Miro

Video Production: Camera Operation; Lighting; Teleprompter; Microphones, Switcher; Mixer;

VTR; Final Cut; iMovie; Premier; Wax; Camastia; Screencastomatic; Zoom; Teams; Covideo

Photography: Digital/Manual Digital; Manual 35mm; Adobe; Darkroom; Photoshop

Digital Marketing: CRM admin; Slate; Salesforce; Journey Builder, Marketing Cloud; TargetX;

Conga; Form Assembly; FormTitan, Apona multi-step reporting; Constant Contact; Survey

Monkey; Google Analytics, Adobe Creative Suite; Canva; Canto; Kaltura; AMPScript, Content

Studio; Einstein Analytics; Listserv.

References & Portfolio

Available upon request or visit www.LillieLavado.com