

COLLEEN MURPHY

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PROFESSIONAL SUMMARY

Certified Agile Professional and servant leader with experience leading and creating high performing Agile teams in various environments. Proven track record of successfully guiding cross-functional teams to deliver high-quality products on time and within budget. Capable of fostering a culture of continuous improvement and maximizing team productivity. Leverages excellent communication and problem-solving skills to embrace Agile principles, remove impediments, adapt to change, and continuously innovate, resulting in improved collaboration, customer satisfaction, and successful project outcomes.

CERTIFICATIONS AND SKILLS

- SAFe 6.0 Certified Scrum Master – Scaled Agile
- Professional Scrum Master (PSM I) – Scrum.org
- ICAgile Certified Professional (ICP) – ICAgile
- Agile Team Facilitation (ICP-ATF) – ICAgile
- Agile, Scrum, Kanban
- JIRA, Confluence, Atlassian
- Miro, Mural, ClickUp, Rally
- Office 365, Google Suite
- Servant leadership, teamwork, communication, organization, psychological safety, conflict resolution

CORE QUALIFICATIONS AND SKILLS

- Skilled at facilitating internal communication, resolving conflict, and fostering effective collaboration/positive relationships among team members in a psychologically safe environment
- Proven ability to facilitate scrum ceremonies and work with multiple teams across various locations to drive continuous improvement in delivering value to stakeholders

EXPERIENCE

SCRUM MASTER | Synergy Software, Client: Friendship Village November 2022 – Present

- Facilitate Agile events including daily standups, sprint planning, sprint review, and sprint retrospective, driving improved communication and transparency within the team, resulting in a 15% reduction in sprint delivery time.
- Demonstrate servant leadership skills, fostering teamwork and collaboration among cross-functional teams, leading to increased team morale and an improvement in project outcomes.
- Coach and mentor team members on Agile principles, including Scrum and Kanban. Implementing Agile has led to a 25% increase in team productivity and a 30% improvement in customer satisfaction ratings.
- Remove impediments and resolve conflicts to increase team efficiency and reduce project costs.
- Encourage a culture of continuous learning and experimentation, resulting in the successful adoption of new technologies due to team adaptability.
- Collaborate with Product Owner to prioritize backlog items based on business value and technical feasibility, resulting in a more streamlined development process. Support with translating product roadmaps into user stories within Jira.
- Utilize Jira to share development progress updates to stakeholders through burndown, velocity charts, and additional feedback metrics. Document necessary information in Confluence.

SCRUM MASTER, MARKETING PROJECT MANAGER | Stord

July 2021 – June 2023

- Implemented Agile practices to manage projects, resulting in an increase in team productivity and a 30% decrease in project completion time. Scheduled and lead team meetings including standups, sprint planning, backlog refinement, and retrospectives.
- Created Agile training materials to best coach marketing team in their Agile transformation.
- Worked closely with sales, account management, and customer success teams to keep Salesforce up-to-date in order to use HubSpot to communicate efficiently with stakeholders.
- Worked cross-functionally with various disciplines including product, sales, and people operations teams to optimize and implement new approaches to creating marketing materials and campaigns to create a stronger sales pipeline, boosting sales, and a stronger candidate pipeline for jobs across a variety of departments.
- Strengthened team dynamics through weekly one-on-ones to better understand individual needs in order to create a strong company culture and a psychologically safe team environment.
- Facilitated product scope discussions to reduce delivery times and increase efficiency and communicate pertinent information to both technical and non-technical stakeholders.
- Advocated for the use of Agile delivery concepts, business analysis tools, and techniques.
- Worked with cross-functional teams to collect and analyze data on product usage and user satisfaction, leading to the development of targeted marketing campaigns.

ASSISTANT MANAGER, PROJECT MANAGER | Sherwin-Williams

August 2020 – July 2021

- Implemented data-driven approaches to optimize target audience segmentation and messaging for marketing materials, resulting in an increase in conversion rates.
- Collaborated with management and internal stakeholders to identify and implement changes to systems and processes to increase efficiency.
- Developed customized workshops on product differentiation techniques to client-facing teams.
- Streamlined communication channels with clients implementing weekly progress reports and holding monthly check-ins with customers and store managers.
- Developed and executed a comprehensive project plan to deliver new business reports to district management stakeholders.

SALES ANALYST | iHeartMedia

October 2018 – February 2020

- Developed an efficient workflow process for the multi-market sales team, increasing productivity of account executives, saving an average of 2 hours per day per employee.
- Built and implemented training programs for account executives on new CRM systems, improving data hygiene and data accuracy.
- Analyzed customer data and local station reports to identify patterns in repeating errors and room for improvement for the sales and programming teams.
- Led strategic thinking sessions with cross-functional teams to identify new market opportunities and to create innovative solutions, resulting in the launch of two new customer initiatives.

EDUCATION**SAINT LOUIS UNIVERSITY | St. Louis, MO**

Bachelor of Arts in Communication – Public Relations & Advertising

Marketing Minor, Psychology Minor

SAINT LOUIS UNIVERSITY MADRID | Madrid, Spain