

# **ELENA Z. THAEMLITZ**

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## **Career Profile:**

Successful project management experience in application development, online marketing, public relations, budget administration, development of written proposals and presentations. Strong organizational skills and commitment to quality. Proven ability to achieve goals and improve efficiency. Focused on customer satisfaction.

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## **Professional Experience:**

May '01 - Present **EFCO CORPORATION** - IT Department Monett, MO

**Project Manager/Programmer Analyst Team Lead for Sales & Marketing**

- Work with senior management and individual depts to determine needs of target audiences
- Conduct presentations for National Sales Meetings and EFCO University, highlighting past accomplishments and future online projects
- Work closely with Marketing department to develop online initiatives that work well with annual marketing plan and external ad agency
- Conduct research with users, as well as provide analysis on competitors
- Provide input for strategic planning, risk assessment, and ROI
- Develop and refine IT project management standards and processes
- Manage all online projects and supervise team of 5 application developers - including intranet, extranet, and internet (technologies: asp, html, lotus notes, visual basic)
- Develop project documentation, including timeline and scope of work
- Manage third-party development relationships to ensure timeliness and quality
- Develop QA testing plans, surveys, end user manuals, and training documentation
- Attend conferences and keep up to date with advances in usability research, information architecture, and user interface design
- Examples of accomplishments: re-launch of main corporate site ([www.efcocorp.com](http://www.efcocorp.com)), Project Tracker (online order tracking with automated email & fax notification system), Service Center Inventory, online estimating tools, message board for sales reps

Apr. '00 - Apr. '01 **DEUTSCH, INC.** - Advertising, Interactive department New York, NY

**Producer**

- Project manager for multiple new media projects for national and global clients including IKEA, Snapple brands, and Dominos
- Directed website development, online promotions, banner advertising and email campaigns
- Developed proposals, project specifications, cost estimates, and scope of work documents to meet client strategic and brand positioning needs
- Managed entire project life cycle: discovery and architecture design, budgeting, scheduling, resource allocation, development, testing, and deployment phases
- Reviewed and proofed content from copywriters and art directors
- Managed third-party vendor relationships to ensure timeliness and quality
- Supervised Assistant Producers, freelance and contract employees, and interns
- Examples of accomplishments: re-design of IKEA global corporate site ([www.ikea.com](http://www.ikea.com)); monthly IKEA USA online promotions, including co-branded campaigns with partner companies; Snapple "flip-your-lid" interactive game

Jan. '96 - Apr. '00 **CORNELL UNIVERSITY MEDICAL COLLEGE/NEW YORK HOSPITAL** New York, NY

Office of Research & Sponsored Programs (RASP)

**Data Control Administrator**

- Attended conferences as the College's representative to the Community of Science (COS), and Electronic Research Administration (ERA) organizations
- Conducted online research of major funding sources, such as COS, IRIS (University of Illinois at Urbana), NIH, NSF, and private foundations
- Project manager for RASP and IRB database development, in collaboration with the Software Development group
- Created reports and provided analysis and recommendations for data integrity
- Editor & Project Director of the 1998-99 *Faculty Research Directory* (directed from concept to press, both print copy and online versions)
- Developed and maintained department and Core Facilities web pages - html & graphics ([www.med.cornell.edu/research](http://www.med.cornell.edu/research))
- Developed email broadcasts & monthly newsletters of funding opportunities

Mar. '95 - Nov. '95 **THE WELLBEING PROJECT** - Teachers College, Columbia University New York, NY  
**Research Assistant** to the Project Director, Co-Principal Investigator

- Provided office management, database support, and financial tracking
- Assisted in grant writing to private foundations (the project was awarded a grant from the Tides Foundation)
- Assisted in the development of a research protocol for review by the Institutional Review Board (IRB)

Aug. '92 - Jan. '02 **LATVIAN RELIEF FUND OF AMERICA, INC.** Elkins Park, PA  
**Consultant** (10/94-1/02) for non-profit, fraternal organization

- Developed website proposals and online marketing plans

**Data Manager** (8/92-10/94)

- Developed investment tracking and reporting system for Board of Trustees
- Designed and created multi-user database to track accounts receivable/payable and manage complex benefit plan enrollment system
- Assisted in the development and implementation of policies & standards

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**Computer Skills:** Proficient in HTML, Microsoft Project, PowerPoint, Visio, Webtrends, Photoshop, ImageReady, Dreamweaver, Adobe Acrobat, PageMaker, Lotus Notes, FoxPro, and FilemakerPro.

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**Education:**

Sept. '96 - Apr. '98 **NEW YORK UNIVERSITY** New York, NY  
 Successfully completed two graduate-level Journalism classes

Oct. '95 - May '96 **MARYMOUNT MANHATTAN COLLEGE** New York, NY  
 Business Writing, Non-Profit Management, and Marketing & Audience Development

Sept. '88-May '92 **UNIVERSITY OF MASSACHUSETTS** Amherst, MA & Boston, MA  
 Bachelor of Science, with Individual Concentration (pre-med/psychology)

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**Additional Training:**

The Basics of Employment Law, 7 Habits of Highly Effective People, Front-Line Leadership

**Volunteer Work:**

(1995) Provided desktop publishing for St. Luke's-Roosevelt Hospital Center, Division of Adolescent Medicine, to produce Comprehensive Adolescent Young Adult Care Center (CAYACC) newsletters.  
 (2002) Elected as Midwest Regional Representative for the Latvian Relief Fund of America.