



# JAMES COLE

Richmond, VA | (555) 444-1111 | [mcole@fakeemail.com](mailto:mcole@fakeemail.com) | [LinkedIn URL](#)



## DIGITAL TRANSFORMATION

ARTIFICIAL INTELLIGENCE (AI) | MACHINE LEARNING (ML)

- ❖ DESIGNS TECHNICAL SOLUTIONS TO MEET BUSINESS NEEDS
- ❖ CAPTURES MILLIONS OF DOLLARS IN ANNUAL LABOR SAVINGS
- ❖ DRIVES BUSINESS GROWTH

A **Digital Transformation Executive** with a history of directing the design, delivery, and optimization of scalable, secure, and reliable technology stacks to enhance the performance of Fortune 500 organizations. Builds, leads, and empowers global engineering and business teams to exceed performance goals while bridging performance gaps, aligning technology strategies with company goals, supporting innovation, and driving profitability, operational integrity, compliance, and accuracy.



### KEY STRENGTHS

Digital Project Management | User Stories | Agile | Scrum  
Business Intelligence (BI) | Data Visualization | Data Science

## CAREER HISTORY

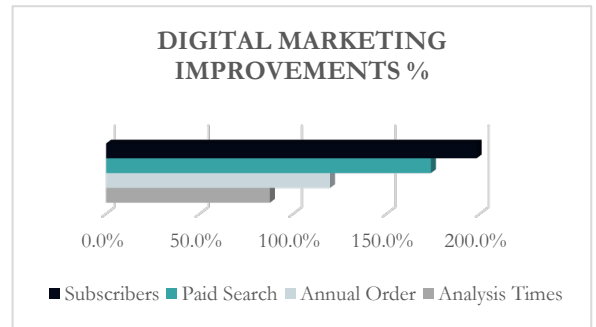
### DIRECTOR OF DIGITAL TRANSFORMATION

8/2019 – Present

PANCORP: Richmond, VA

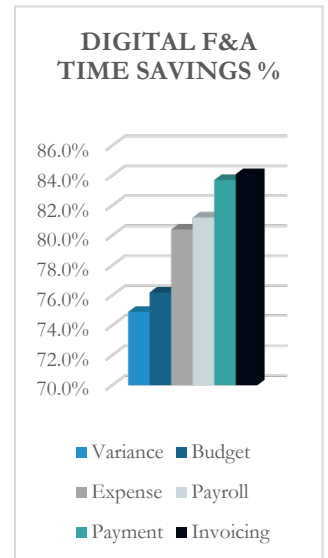
Directed organization-wide digital transformation projects to engineer and institute innovative and cost-effective technology solutions that met the emerging business needs and budgets of a business-to-consumer (B2C) e-commerce site.

- **Instituted the Use of Machine Learning (ML) and Artificial Intelligence (AI) in Integrated Digital Marketing Programs** for automated analysis of campaign results, detailed insight into customer behavior, and rapid responses to incoming traffic changes. *Milestones:*
  - ✓ 198.3% Increase in Email/SMS Subscriber List Numbers.
  - ✓ 173.8% ROI Improvement for Paid Search Marketing.
  - ✓ 119.7% Annual Order Value Growth.
  - ✓ 87.5% Reduction in Marketing/Advertising Campaign Analysis Times, from an average of three hours (240 minutes) to 30 minutes.
- **Automated 91.4% of Financial Reporting Activities** for uninterrupted operations throughout human capital shortages. *Milestones:*



### FINANCIAL REPORTING TIME SAVINGS

- ✓ 84.1% in Invoice Processing.
- ✓ 83.7% in Payment Posting.
- ✓ 81.2% in Payroll.
- ✓ 80.4% in Expense Tracking.
- ✓ 76.2% in Budget Preparation.
- ✓ 74.9% in Variance Analysis.



- **Achieved a 99.3% First-Round User Adoption Rate** through an integrated approach.
  - ✓ Designed and Deployed Technical Training Programs that disseminated the use of each application to end users of diversified backgrounds.
  - ✓ Served as a Change Advocate to Promote the Benefits/Advantages of Technical Solutions related to scopes of staff responsibility.
  - ✓ Established the Superuser Program to identify and capitalize on the use of top technical experts in each application.
  - ✓ Inaugurated Ongoing End-User Support Systems through desktop/mobile chat functions.



**JAMES COLE**

(555) 444-1111 | [mcolc@fakeemail.com](mailto:mcolc@fakeemail.com)

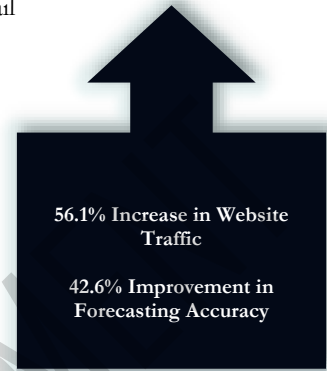
**SENIOR MANAGER: DIGITAL MARKETING STRATEGY**

4/2014 – 7/2019

**LILAC PRODUCTIONS:** Atlanta, GA

Managed digital marketing strategies, systems, and processes related to social media, SMS/text, email campaigns, paid search media, go-to-market/GTM strategies, customer experience, and web content to drive brand awareness, market expansion, and audience engagement.

- **Recognized for Sourcing, Customizing, and Integrating the Department’s Most Highly Utilized Digital Tools** in its history. *Results:*
  - ✓ Gained a Massive Triple-Digit, 135.7%, Repeat/Return Customer Rate through customized customer experiences and a digital rebrand/re-generation of the retention and loyalty programs.
  - ✓ Decreased Human Error Rates by 84.8%.
  - ✓ Reduced Shopping Cart Abandonment by 67.2% through highly engaging retargeted ads and reminder campaigns.
  - ✓ Grew Website Traffic by 56.1%, from 98K to 153K, in only 12 months.
  - ✓ Slashed Annual Contract Labor Expenses by 34.7% by instituting innovative and cost-effective automation tools that converted data between systems (*a responsibility previously allocated to temporary/contract labor*).
- **Repurposed 27 Full-Time Equivalents (FTE)** out of manual processing roles while expanding their skill sets, ultimately driving employee morale and retention.
- **Transitioned the Wholesale Sales Ordering Process Online.** The initiative created a login for vetted customers, allowed for 24/7/365 ordering, reduced the need for dedicated phone-based customer service agents, and ultimately increased bulk/large orders.
- **Achieved a 2000% Sales Increase Through Social Media Network Marketing** (*e.g., TikTok, Instagram, Facebook, LinkedIn, and YouTube*).
- **Improved Forecasting Accuracy by 42.6%** through the design of a machine learning algorithm.



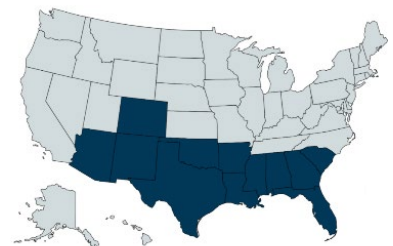
**INFORMATION TECHNOLOGY PROGRAM MANAGER: SOUTH REGION**

1/2012 – 3/2014

**LIMROLL INDUSTRIES:** New Orleans, LA

Designed and deployed cloud-based solutions for 2900 active users geographically dispersed across the southern region of the United States, including Texas, Oklahoma, New Mexico, Arizona, Colorado, Louisiana, Arkansas, Mississippi, Georgia, Alabama, Florida, and South Carolina.

- **Launched the Use of Enterprise Resource Planning (ERP) Solutions to Stabilize Operations, Reverse Downward Trends, and Control Waste.**
- **Optimized the Performance of the Manufacturing Entity** by designing and introducing new digital tools.
- **Achieved a 24.6% Improvement in Product Time-to-Market Results While Increasing Quality Assurance (QA) Pass Rates by 18.3%** through automated project management and tracking software solutions.



**24.6%** IMPROVED TIME-TO-MARKET  
**18.3%** INCREASED QUALITY ASSURANCE

**DEPLOYED SYSTEMS & TOOLS**

- ✓ Invoice and Expense Management Tool.
- ✓ Budget/P&L Tool.
- ✓ Vendor Management Tool.
- ✓ Customer Engagement Tool.

**EDUCATION**

**BACHELOR OF SCIENCE (BS)  
 INFORMATION SYSTEMS TECHNOLOGY  
 UNIVERSITY OF DALLAS:** Dallas, TX

**ADVANCED TECHNICAL SKILLS**

TensorFlow, SQL, Power BI, Active Director, DevOps, SAP, Cortana, and Salesforce

