



Mayor of Providence

Jorge O. Elorza

May 09, 2022

Honorable Members
Providence City Council
City Hall

Dear Honorable Members:

Pursuant to Sections 302(b) and 1103 of the Providence Home Rule Charter of 1980, as amended and Public Law, Chapter 45-50, Sections 1 through 31 passed in 1987, I am this day appointing Keith Lancaster, of 9 Morgan Ave, Johnston, RI 02919, as a member of the Human Relations Commission for a term to end May 31, 2025, and respectfully submit the same for your approval. Keith Lancaster replaces Kelia Bravo, whose term expired.

Sincerely,

Jorge O. Elorza
Mayor

A handwritten signature in blue ink, appearing to be "J-O-E", is written over the printed name of the Mayor.

IN CITY COUNCIL

JUN 16 2022

READ AND DENIED

Jina L. Masterson
CLERK
ACTING

Keith Lancaster, CSPO, CSM, Certified SAFe

 Johnston, Rhode Island |  404.200.2772 |  klancaster@gmail.com |  [Connect LinkedIn](#)

PROFESSIONAL SUMMARY:

Agile marketing project management tactician with a proven track record of steering projects that deliver value across the entire consumer lifecycle to achieve organizational objectives. Leverages big data tools, synthesizes data, and applies best digital marketing and agile framework practices to drive target audiences to action. Quickly connects mission to vision, moves seamlessly from strategy to execution, and mobilizes resources to deliver programs with a razor-sharp focus on the customer client centric experience. Self-directed, adept problem solver who challenges the status quo—leading change by exploring new tactics. Steered career mobility in Gig Economy by parlaying expertise in marketing technology, operations, and management frameworks to ensure the success of key initiatives while supporting the mission of the organization. My unique skill set has driven efficiency across diverse industries including Fintech, Retail Finance, Edtech, Software Development, Healthcare, Biotechnology, and Medical Devices.

AREAS OF EXPERIENCE:

- Inbound Marketing
- Project Management
- Marketing Automation
- Scrum/Kanban
- Consumer Retention
- Vendor Management
- Multimedia/Web Production
- Lifecycle Management
- Ecommerce
- Email Marketing
- Campaign Strategy
- Go-to-Market Strategy
- Data Analysis
- Agile Workflow
- Customer Experience

EDUCATION & CERTIFICATIONS & CONTINUING EDUCATION:

- Bachelor of Science, Telecommunications, University of Florida (2004)
- Interactive Media Production, Professional Certificate, Santa Fe College (2005)
- Certified Scrum Product Owner® (CSPO); Credential ID 1246187 (Renewed 2022)
- Certified Scrum Master® (CSM); Credential ID 1166601 (Renewed 2022)
- SAFe® 5 Practitioner certification; Credential ID 07266881-9534 (Renewed 2022)
- AWS SysOps Associate Certification Training (2020)
- Biomedical and Pharmaceutical Sciences, Professional Certificate, University of Rhode Island

PROFESSIONAL EXPERIENCE:

04/2021 – PRESENT (PART-TIME)

**University of Rhode Island, College of Pharmacy
Student**

4/2019 – 7/2021

Broadridge Financial Solutions (Finance | Distributed Marketing)

Scrum Project Manager, UX/UI, Distributed Marketing Group (Remote W-2 Consultant | Creative Circle, Inc.)

- Managed detailed project schedules and work plans for the Distributed Marketing business unit.
- Provided project updates to key stakeholders regarding progress and impediments, identified and communicated dependencies.
- Tracked development progress across multiple digital channels, e.g. email, SMS, push, direct mail and large format print.
- Conducted time boxed team ceremonies - sprint planning, backlog refinement, daily stand up and sprint retrospective meetings to foster continuous improvement.
- Leveraged user stories and epics to empower end users at every step of the development phase.
- Approached user experience from a problem resolution perspective.
- Conceived a culture of education through team cross training and process documentation.
- Measured iterative efficiency using burn down, Gantt charts and Smartsheets.

- Streamlined workflow using customized Jira dashboards and Kanban to delegate workload, monitor progress, and quality assurance for all digital deliverables, reducing weekly sprint backlog by 30%.

9/2017 – 12/2018

Unimed/Lighthouse Healthcare, Waltham, MA

Senior Marketing Manager (W-2 Consultant)

- Provided subject matter expertise in inbound marketing best practices. Drove creation and execution of thought leadership and sales enablement tools by understanding the company portfolio, sales goals, and key trends (market, regulatory, competitive) in a budget-conscious, start-up company.
- Planned and developed new corporate website, print collateral, slide decks, and brand guidelines.
- Enabled company to nurture leads, spot opportunities, and deploy email marketing campaigns with demand generation/CRM strategy using a minimal technology stack - Salesforce IQ and Mailchimp.
- Together with the product team, educated both internal and external stakeholders about our services features and benefit through the development of new print collateral
- Created compelling content and assets aligned with Unimed's mission and value proposition (e.g. case studies, product videos, ROI tools, website copy, and blog posts)
- Conducted data analysis to refine brand positioning, leveraged Excel and Tableau as data collection tools,

10/2016 – 6/2017

Marketo Administrator, Office 365 Small Business Academy, Microsoft Corporation (Remote W-2 Consultant | Automaton, Inc.)

- Sourced to manage daily operations and execute monthly drip campaign for Microsoft's Office 365 Small Business Academy webinar.
- Managed and built dynamic email triggers, landing pages, custom lists, and reports in Marketo.
- Coordinated daily briefings with product owners and external content team to ensure consistency throughout the customer journey.
- Collaborated with cross-functional teams to establish goals, target segments, creative voice, and key data point captures for each campaign sprint.
- Executed bulk mail send monthly to 7MM attendees and referrals.

9/2015 – 8/2016

Centers for Disease Control and Prevention, Atlanta, GA

Mobile Product & Media Engagement Consultant (W-2 Consultant | Axiom Corporation)

- Directed the promotion and distribution of Office of Public Health Preparedness and Response (OPHPR)' mobile education solutions.
- Worked across the agency to achieve alignment on mobile product development timelines and coordinated the pre-launch product strategy.
- Steered iterative agile development processes for mobile app; championed focus on creative UI design and ease of use.
- Shaped internal project deliverables, including budget, project roadmap, and issues logs.
- Conducted User Acceptance Testing (UAT) to address usability, compliance or functionality issues prior to soft launch.

3/ 2013 – 7/2015

Given Imaging Inc. (Covidien/Medtronic), Atlanta, GA

Global Digital Marketing Manager (Biotechnology/Life Sciences)

- Executed global digital marketing programs and expanded brand recognition for Given Imaging's PillCam™ capsule endoscopy product portfolio.
- Client side developer for four customer facing product websites.
- Optimized visibility through a refreshed content strategy, paid search, social media listening (Hootsuite), CRM data hygiene, and UTM codes to identify high quality leads.
- Broadened awareness of the Pillcam™ product portfolio by building an online physician database and link tags to identify prospects.
- Conducted A/B and multivariate testing to gain consumer behavioral insight.
- Presented performance metrics to primary stakeholders using data points collected from Google Analytics, HubSpot dashboards and Excel pivot tables.

4/2011 – 9/2013

Core Education & Consulting Services, Atlanta, GA

Marketing Project Manager (Edtech Reseller)

- Implemented and maintained marketing technology stack.
- Shaped the marketing funnel, qualified lead scoring, and team initiatives, including but not limited to, creative design, social media, marketing automation, and site optimization.
- Planned, deployed, and carefully tracked multi-channel marketing for both B2B and industry partners.
- Oversight of internal client project timelines and budgets, assigned tasks to appropriate team members to ensure client expectations were met.

10/2009 – 1/2011

E Ink, Inc., Cambridge, MA

Marketing Manager (Consumer Electronics)

- Developed brand identity and synergized content to amplify E Ink's public perception as a disruptive market innovator and leader in the ereader/electronic display space.
- Tracked marketing budget, performance metrics, KPI and ROI.
- Project lead for corporate brand refresh and website overhaul from conception to launch.
- Acted as subject matter resource for internal stakeholders and completed the refresh project ahead of schedule and under budget.

9/2005 – 12/2009

Wainwright Bank and Trust Company, Boston, MA

Marketing Officer (Banking)

- Devised go-to-market and direct to consumer strategies for retail and commercial banking product launches.
- Managed \$750,000 in annual marketing funds, outside vendors and community outreach initiatives.
- Conceived and executed multichannel campaigns comprised of social media, traditional broadcast, digital advertising, PPC, signage, and mass transit advertising.
- Elevated the brand through impactful digital content strategy, third-party endorsements, cause marketing, and corporate philanthropy.
- Developed customer facing creative assets, coordinated public, and media relations.
- Project lead for corporate brand refresh.

ADDITIONAL RELEVANT EXPERIENCE:

2/2011 – 7/2011

Time Warner/Turner Networks, Atlanta, GA

Multiplatform Media Specialist (W-2 Consultant)

10/2000 – 8/2005

Infotech, Inc. Gainesville, FL

Marketing Coordinator (SaaS)

TECHNICAL PROFICIENCIES:

- **Marketing Automation and CRM** - Eloqua, Pardot, HubSpot, Marketo, Salesforce Marketing Cloud, Adobe Marketing Cloud
- **Web and Data Management** - WordPress, Drupal, Google Analytics, Tableau, Excel, Adobe Creative Cloud
- **Project Management and Productivity** - JIRA, Confluence, Workamajig, Trello, Rally, Gitlab, Workfront, Slack, Microsoft Project, Office 365, Excel, Dynamics, Teams, Visual Studio, Smartsheets
- **Coding and Cloud Services** - HTML, CSS, JavaScript, JQuery, PHP, Python, MySQL, Azure, Velocity Amazon Web Service (AWS), Google Cloud Platform