

Kelly Manjula Koza

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Tramite.org | SardinianArts.com | [LinkedIn](https://www.linkedin.com/in/kellymanjula)

SENIOR PROGRAM MANAGER – TECHNICAL/PRODUCT CONTENT, TRAINING, MESSAGING, COMMUNICATIONS

An experienced program manager, department head, and leader, Kelly is technically adept, human-focused, and experienced across a full stack of communications. She synthesizes data and simplifies complex topics to ensure leadership, stakeholders, and others have the information needed to make optimal decisions. She acts as a liaison across and within teams to ensure requirements, concerns, and issues are effectively conveyed and understood. Kelly builds cohesion and enhances communication across and within teams, and clarifies program/project requirements, objectives, and goals to ensure they align with and support overarching vision. An excellent planner, Kelly is organized yet flexible, and experienced running Agile, Kanban, waterfall, and hybrid projects. She has insightful understanding of operations requirements and workflow as well as software and content development lifecycles and processes, and identifies, anticipates, and works to resolve issues.

Kelly has worked with top software companies and advertising firms (B2B, SaaS, ERP) as well as utilities, international NGOs, and nonprofits. She also produces events, makes documentaries, develops PR programs, writes, teaches, designs, and provides Italian-English coaching and translation. Kelly's traveled extensively, experienced managing teams and projects across borders, and is comfortable living and working internationally. She has an extensive history of working to advance women, GLBTQ+, and marginalized communities. She mentors junior colleagues and uplifts team members. Kelly raises awareness of cultural issues and works to preserve, protect, and promote Sardinian handweavers, arts, and heritage. An innovative, hands-on leader with a global perspective, Kelly is a service-oriented team player who keenly understands individuals and effectively understands, clarifies, and communicates a wide range of topics in a variety of settings.

EXPERIENCE

Principal Consultant Program Management and Communications, Tramite (KM Koza Consulting)

07/2019 - Present

- Develops plans and processes for businesses; creates communications assets; advises clients regarding cross-cultural communications, helps individuals build skills; and provides Italian-English translations.
- For a considered startup that was to provide cyber security consulting to individuals and small businesses:
 - Led the business feasibility study, including market analysis, risk assessment, and strategic planning; created a scalable business plan to deliver tiered service levels and developed several iterations and models of the plan to accommodate partner resources, capabilities, and gauge overall business feasibility;
 - Counseled partners on marketing, technology, financial, and operational infrastructure considerations; created an internal communications structure and trained partners on use; and designed the company logo, created the design identity, and drafted marketing copy.
- For a Milan-based language school expanding to create a distinct B2B branch specializing in teaching English language and communications skills to C-level executives:
 - Designed logo, suggested design identity, messaging voice, and content structure for website and classes;
 - Developed communications technology structure and trained senior partners on website and wiki use;
 - Advised leadership regarding online security best practices and GDPR considerations.
- Founded program of international salon meetings to bring together women artists working in different media; organizes and facilitates events to optimize participation across time zones and continents.
- Planned and executed a successful online fundraising campaign for an animal-related cause; created content and publicized campaign via social media and email.

- Technologies: Confluence, WordPress, Apple (Pages, Numbers, Keynote, Reminders, Notes, Final Cut Pro, iMovie), BackBlaze, WeTransfer, Graphic Converter (compare to Adobe Photoshop/Lightroom), Graphic (compare to Adobe Illustrator), Zoom, Telegram, Airtable, Jira, Google Docs, Google Drive, Smartsheet, Trello, Figma, MailChimp.
- Skills: Project management, program management, Jira, roadmaps, strategy, planning, photography, photo editing, video, video editing, content development, writing, editing, team building, leadership, training, training design, training development, training content, graphic design, website design, presentations, requirements, business operations, budget management, workflow development/iterations/optimization, process development/optimization, facilitation, troubleshooting, cybersecurity best practices, GDPR, Italian language.

President, Sardinian Arts

12/2013 - Present

- Produces and manages programs and events promoting Sardinian textiles, arts, and culture, including *Sardinian Textiles: An Exhibit of Handwoven Art*, an international show held at Italian Cultural Institute - San Francisco in 2017; *Intrecciati*, a related project between Milano and California; and an ongoing series of online and in-person events.
- Creates and manages content for website, presentations, and articles designed to educate the public about Sardinian handweaving, the value of handmade items and their makers, and their relevance in today's world.
- Produces, writes, films, and edits documentaries including *I Want to Weave the Weft of Time*.
- Developed and promotes a classification system for textiles made in Sardinia to ensure the island's cultural heritage, arts, and traditions are sustainably maintained; establishes strong working relationships with Sardinian handweavers.
- Conducts market and risk analysis, develops strategies, and creates, executes, and iterates on operations, processes, and plans.
- Technologies: Confluence, WordPress, Apple (Pages, Numbers, Keynote, Reminders, Notes, Final Cut Pro, iMovie) BackBlaze, WeTransfer, Graphic Converter (compare to Adobe Photoshop/Lightroom), Graphic (compare to Adobe Illustrator), Zoom, Telegram, Airtable, MailChimp.
- Skills: Project management, program management, Agile, Hybrid, event management, roadmaps, strategy, planning, international liaison, photography, photo editing, video, video editing, video scripting, content development, writing, editing, graphic design, website design, team building, presentations, requirements, business operations, budget management, workflow development/iterations/optimization, process development/optimization, facilitation, troubleshooting, Harmonized Tariff Code, GDPR, Intellectual Property rights and laws, Italian language.

Department Manager User Documentation (Technical Writers), The Interpublic Group (Mediabrand)

06/2014 - 08/2019

- Hired, managed, and scheduled a team of technical writers who developed user guides, user resources, release notes, and other content for a rapidly evolving suite of 15+ B2B programmatic advertising applications with APIs to multiple DSPs, data sources, vendors, and related apps; at times managed work of off-shore writers on Engineering team.
- Developed and managed department and content strategy, roadmaps, schedule, priorities, methodology, and workflow to align with the SDLC and needs of Product, Marketing, Customer Success, UX/UI, Engineering, and Support teams; assigned products to each team member to optimize coverage and expertise; and reported individual project and overall program status, risks, and needs leadership and stakeholders across multiple teams.
- Enabled and/or trained each writer to manage their assigned products within the department's scope, guidelines, and schedule, ensuring each team member managed SME relationships, content development and organization, release notes, and shifting priorities within their products, kept Marketing, Support, UI/UX, and L&D partner teams apprised of product changes, maintained their JIRA stories and tickets, and reported within the team.
- Hired and trained junior, senior, and differently-abled team members who worked in-office and remotely and interacted with stakeholders based on four continents; mentored a junior writer to bring her to senior level and then trained and positioned her to assume department management when I moved on; and set up formal and informal sessions where team members could share skills and knowledge and senior writers could help juniors.

- Developed the department's JIRA space, project, and workflow, creating and maintaining Initiatives, Epics, and key Stories, and iterating to improve the department's own workflows, processes, and communications while running projects using a hybrid mix of Agile and Kanban methodologies in a startup environment.
- Established and configured department's use of Confluence as CMS and advocated for implementation of CMS with DITA or similar capability as replacement and drafted a shell project plan to parse and move content into a system that would better support content reuse and iterative updates.
- Identified problems resulting from siloed development and teams working in multiple countries and documented, analyzed and elevated issues to gain cross-team and leadership visibility; contributed to developing improved release management, more efficient workflows, and enhanced communications throughout the SDLC.
- Wrote, scheduled, and presented in-house demos and developed content and scripts for executive presentations.
- Technologies: Confluence, Jira, Slack, Zoom, MS Office, Office 365, Teams, Visio, MailChimp, Salesforce, Datapoint, Tableau, data visualizations, Asana, Google Workspace, Camtasia.
- Skills: Department management, project management, Agile, Kanban, roadmaps, strategy, planning, team building, liaising, reporting, content development, writing, editing, release notes, demo scripts, quality checks, presentations, mentoring, training, training content, requirements, workflow development/iterations/optimization, process development/optimization, facilitation, troubleshooting, GDPR, SaaS, programmatic advertising, tags, audience insights.

Senior Program Manager (Senior Learning Strategist), PG&E (The Mosaic Company)

05/2011 - 05/2014

- Sourced, managed, and scheduled writers, instructional designers, videographers, and other content producers for a program of high-profile, critical projects slated for rapid development in complex, highly regulated environment, adjusting priorities and resources to successfully run up to 15 projects concurrently using ADDIE and hybrid waterfall/Agile methodologies.
- Reported status, budget, risks, and issues to stakeholders; scheduled and facilitated stakeholder and SME meetings for individual projects to determine scope, present final content for sign-off, and review project and program status.
- Oversaw the creation of program gap analysis, curriculum maps, training objectives, training guides and videos, job aids, and assessments for classroom, online, and field courses in a highly specialized training program for electrical workers and substation/power engineers.
- Technologies: Microsoft Office (Word, Excel, PowerPoint, SharePoint, Visio, Skype).
- Skills: Project management, program management, Waterfall, Hybrid, roadmaps, strategy, planning, reporting, budget management, presenting, facilitation, leadership, team building, content development, writing, editing, mentoring, training design, training development, training content, gap analysis, needs assessment, video, troubleshooting, and understanding of regulatory compliance, CPCU, HAZMAT, Safety, Grounding, and Rubber Glove regulations.

President, Koza Communications

05/2002 - 05/2014

- Improved client communications by delivering clear analysis, planning, writing, editing, public relations, instructional design, training, and web design for domestic and international clients including Condé Nast and MA Math.
- Technologies: MS Office, (Word, Excel, PowerPoint, SharePoint, Visio, Skype) WordPress, Final Cut Pro, Crystal Reports, Skype, various design and video programs, and more.
- Skills: Project management, program management, team management, liaising, budget management, business operations, roadmaps, strategy, planning, presenting, event management, photography, photo editing, video/editing, content development, writing, editing, website development, graphic design, leadership, team building, mentoring, training, training design, training development, training content, cross-team liaising, presentations, workflow development/iterations/optimization, process development/optimization, facilitation, troubleshooting, Intellectual Property rights/laws.

Instructional Designer, AT&T (Computer Resource Solutions)

11/2010 - 05/2011

- Analyzed training for CRM and sales courses to ensure compliance with regulatory and corporate standards.
- Technologies: MS Office, learning management systems (LMS).
- Skills: Training development, training content, writing, editing, and understanding of FCC regulations.

Vice President of Communications, Lotus Legacy Planning

06/2008 - 05/2009

- Led strategic planning and infrastructure setup for start-up financial firm providing planned giving services to nonprofits; developed marketing collateral and public relations content for new company and an established insurance firm.
- Technologies: MS Office, DayLite, database structure, content management systems, design software.
- Skills: Project management, Waterfall, Hybrid, business operations, budget management, roadmaps, strategy, planning, presenting, event management, graphic design, content development, writing, editing, leadership, develop presentations, presentations, workflow development/iterations/optimization, process development/optimization, facilitation, troubleshooting, understanding of Annuities and Estate Planning; California Licensed Insurance Agent (Life, Accident and Health).

Training Analyst, Hotwire (Expedia)

02/2008 - 06/2008

- Analyzed call center activity and developed monthly training program updates to remedy customer service gaps.
- Technologies: Agile, MS Office.
- Skills: Writing, editing, training needs analysis, training design, training development, training content.

Senior Consultant, Intelligo

10/2006 - 01/2008

- Developed and presented web-based training, instructor-led training, and blended learning solutions for B2B, ERP, and reporting applications; created and presented internal training programs and interactive marketing demos.
- Technologies: Oracle PeopleSoft, JD Edwards, MS Office, SQL, database structure, queries, Camtasia, and project management and online training development software.
- Skills: Project management, facilitation, training needs analysis, training design, training development, training content, writing, editing.

Senior Trainer, PeopleSoft (Oracle)

05/1998 - 05/2002

- Presented technical and reporting classes to engineering teams and ERP users across North America and Europe.
- Technologies: PeopleSoft, SQL, SQL queries, database structure, Crystal Reports, MS Office, and ERP.
- Skills: Presentation, facilitation, training, training development.

Communications Consultant, Freelance

01/1990 - 12/1997

- Provided writing, editing, design, PR, and communications services to businesses, nonprofits, and municipalities.
- Technologies: Digital and analog tools of the design trade; Adobe Illustrator, Adobe PhotoShop, and MS Office.
- Skills: Graphic design, writing, editing, presenting, facilitating, training, training design, needs analysis, operations, event management.

ADDITIONAL PROJECTS

NGOs

- For an international organization that has achieved global acclaim for their widespread humanitarian activities:
 - Prepared documentation and managed application materials that enabled the organization to achieve UN ECOSOC status;
 - Created public relations media kit and beta video rolls used across four continents;
 - Provided 25+ years of volunteer services including video documentation, video editing, video archiving, and public outreach and education programs.

Nonprofits

- Designed, developed, and maintained websites for non-profits based in US and Italy.
- Managed, publicized, and launched inaugural business of the year event program while serving as a board member for a statewide GLBT Chamber of Commerce; the program ran 15+ years before being retired due to successful community integration.
- Served as founding Vice President of university GLBT club.
- Provided communications assistance, organizational structure, and other hands-on help to various local nonprofits.

Writing and Editing

- Published writer for 40+ years.
- Invited at age 16 to be a columnist, editor, and writer for a national sports publication.
- Publish by-line and ghost-written articles to magazines, newspapers, websites, and newsletters on topics including women, business, Sardinian textiles, the arts, personal development, self-help, sports, and general interest.

Mentoring and Other

- Help individuals clarify goals, set pathways forward, and increase peace of mind.
- Began teaching and coaching adults at age 16.
- Respected professional athlete, sports ambassador, and mentor to kids as a teenager; gave up numerous academic scholarships to pursue early sports career.
- Won numerous design competitions as a university student.
- 40+ years of self-enquiry, including study of spirituality, metaphysics, Jin Shin Jyutsu, holistic healing, and related; 30 years as a student of Mata Amritanandamayi Devi (Amma).

LANGUAGES

- English (mother tongue)
- Italian

EDUCATION

- Bachelor of Fine Arts, Graphic Design, University of Arizona
- Significant and ongoing self-motivated study and international travel

CERTIFICATIONS

- Teaching English as a Second Language (TESOL)
- Jin Shin Jyutsu (JSJ) and other certifications and licenses notable only within a specific context