

MYKELL MCCOLLOUGH

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Personal website: <https://mykellmccollough.com>

Open to Relocation and/or Travel

Professional inspired by continually evolving, fast-paced, customer focused business environments. Adept at working with diverse teams and departments managing complex projects with multiple stakeholders.

Education

Columbia University, New York, NY

Master of Science – Information & Knowledge Strategy (IKNS), 2017

Northwestern University, Evanston, IL

Master of Science – Communication (MSC), 2014

Howard University, Washington, DC

Bachelor of Arts – Administration of Justice (AoJ ~ Legal Studies), 2012

Cornell University, Ithaca, NY

Certificate in Marketing Strategy–Johnson Graduate School of Management, 2014

Scrum Alliance, Westminster, CO

Certified Scrum Product Owner® (CSPO®), scheduled for 2/6-7/2020

Work Experience

Gap Year Volunteering – Jamaica, West Indies <https://www.mykellmccollough.com> 2018-2019

Worked as volunteer adviser for the Small Business Economic Initiative, Jamaica, West Indies.

Business Consultant

Volunteer adviser working in areas of expertise with various small businesses leading up to 14 employees and owners, managing projects, developing processes and assisting with marketing communications (MarCom). Major projects included a dentist office, tool warehouse, hotel and import / export business.

Shared knowledge of:

- **Marketing** – Management of SEO, content marketing, blogger outreach, social media management and email marketing.
- **Communications** – Manage internal and external brand image, from creating compelling content to maintaining brand standards across all media channels.
- **Knowledge and management** - The processes of creating, acquiring, capturing, sharing and using knowledge to enable learning.

Highlights:

- **Marketing / Communication**
 - Provided website design, business plan development, internal and external communication strategies, social media and marketing to help scale up efforts and improve operational efficiencies of local small businesses.
 - Led a \$20,000 project at an 80-room hotel resulting in early completion and at 10% under anticipated budget.
- **Knowledge Management**
 - Dentist office – Project managed, planned and implemented a new HIPAA compliant computerized filing and organizational system, transferring over 3,000 files from paper to digital storage increasing accessibility and productivity.
 - Tooling factory/warehouse – Assessed needs and worked with 4 information technology (IT) and 10 administrative employees to develop processes and procedures equipped to handle inventory control and transition to a more productive digitized environment.

Oracle, Reston, VA

January 2014 – May 2015

*(\$38 Billion-dollar multi-national technology corporation specializing in enterprise database management systems)***Account Manager – Department of Defense (DoD) Core Technology**

- Managed key account relationships in the sale of technology software products and related services to the DoD, specifically the Defense Logistics Agency (DLA), Navy and Marine Corps.
- Identified new opportunities, built, supported and maintained relationships with the client by up-selling, cross-selling and using social media such as LinkedIn, Facebook and Twitter.
- Leveraged the Oracle social sales model to maximize revenue growth in FY15 Q1. Ranked #7 of 35 associates after only nine (9) months in Oracle Direct Federal, Civilian and DoD Teams account managers.

Magellan Associates, Long Grove, IL

June 2012 – December 2013

*(International consulting firm specializing in C-Suite leadership, business management and information technology (IT) advisory & project management services)***Business Analyst**

- Support Product Owner teams in the management of client projects using Agile methodologies.
 - o Developed supporting materials to facilitate transition of new products (install to implementation).
 - o Worked collaboratively in user story creation and sprint planning.
- Documented recommendations from business area liaisons or subject matter experts (SME) to scope and determine needs in business processes and functionality to draft, finalize and update business alignment with change management procedures.
- Project managed company tradeshow / events for over 200 participants including communicating with venue, managing suppliers, budgets and vendors, coordinating advertising, clearing copy with publicist and development of social media site pages.
- Supported client project management office (PMO) projects utilizing Agile methodologies (i.e. Scrum, Kanban).
- Developed presentations and reports for consulting team on marketing, sales, addressing market trends, competition, service offerings and pricing.
- Analyzed data to support forecasting and projections of project managers and/or consultants.

Internships**District of Columbia Superior Court, Washington, D.C.**

January 2012 – May 2012

Civil Litigation Department Intern

- Assisted research analysts in the management of the intake desk and departmental records.

Howard University, Washington, D.C.

October 2007 – May 2012

Sports Information / Media Relations Department Intern

- Assisted in the management of media relations for the men's sports information program by reporting teams' statistical information and coordinating interviews for sports news outlets including ESPN, ESPN2 and local news sports departments.
- Arranged photo sessions, press conferences, coordinated departmental production schedules, and acted as liaison between the men's sports departments and the media. Assisted in the planning, execution and direction of pre-game ceremonies.
- Coordinated arrangements of large departmental and special sports team events for up to 500 participants including recommendation of vendor selection, budget management, and event implementation.
- Developed content for publication including athlete biographies, press releases, program booklets, weekly departmental notes, promotional flyers, web site, blog and social media content.

Technical Proficiencies

MS Office Suite, MS Project, MS Teams, Adobe, Google Docs, Twitter, LinkedIn, Facebook, YouTube and various propriety and industry specific software. Adept on PC & Mac Platforms.

Leadership & Community Service**Girl Scouts, USA (GSUSA)**

September 2006 – Present

Troop Leader / Cadette Scout Mentor / Girl Scout Lifetime Member

Scouting mentor with focus on self-awareness, empowerment, leadership and S.T.E.M development while aggressively engaging in community service.

- Achieved the highest awards in GSUSA.
 - o 2006-Gold Award for Team Leadership
 - o 2004-Silver Award for Individual Service