

GREGORY C. SICOTTE

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PROJECT MANAGER

Decisive, results-driven professional offering 11 years of experience in consumer services industry with last 3 years focused on project management. Offering talents in the following:

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|----------------------------|-----------------------------------|----------------------------|
| • Business Development | • User Experience Innovation | • Change management |
| • Resource Planning | • Branding / Integrated Campaigns | • Organizational Design |
| • Strategic Messaging | • New Media Development | • Productivity Improvement |
| • Client Incentive Systems | • Speech Writing & Delivery | • Team Leadership |

PROFESSIONAL EXPERIENCE

Senior Project Manager — ALLSTARAGENTS CORP — Redmond, WA — 2006 to 2009
Web-based consumer real estate services and new media business networking

Brought on board to direct overall concept development and streamline business practices. Managed multiple projects for Business Development, from capital acquisition to initial beta launch. Led several complex user experience design projects with emphasis on *Freemium* client services model. Key activities entail development and management of budgets, hiring and training design staff, interfacing with staff and clients during project cycle and meeting project milestones and delivery dates.

- Saved over \$85,000 in design costs by efficiently leveraging talents of in-house design teams
- Raised start up capital from private investors to exceed 100% of budget needed for core development projects
- Designed, launched and coordinated software beta testing program for more than 50 participants (i.e. webinar presentations, online surveys, user analytics and change implementation)
- Wrote, directed and produced fully animated promotional video for viral marketing campaign
- Coordinated relationships between multiple software development contractors in efficient production, yielding 67% ROI to date

President — FINESTRA! CORP — Issaquah, WA — 1998 to 2006
Commercial/Residential building maintenance services

Created a service business model founded exclusively on client/employee incentive programs. Implemented value-centric concepts in market strategy, service techniques, administrative systems, promotional campaigns and employee management. From inception, led company to seven consecutive annual valuation increases that culminated in a corporate buyout in 2006.

- Produced an average annual gross sales increase of 28.3% over seven years
- Facilitated new customer growth at 15.3% (annually) with client retention of 87.4%
- Formalized a franchise prototype complete with documented systems for technical services, employee training, market strategy, and corporate identity.
- Recruited, hired and managed a seasonal workforce while retaining several satisfied employees over an eight-year tenure with the company
- Negotiated all terms of the corporate sale including employee transition, asset and inventory valuation, tax allocation, required training and legal agreements.

EDUCATION

AZUSA PACIFIC UNIVERSITY — Azusa, CA — 1992 to 1996
Marketing major with emphasis on Graphic Design

KEBLE COLLEGE / OXFORD UNIVERSITY — Oxford, UK — 1995
Study abroad program for Medieval Architecture

ACCOMPLISHMENTS

WASHINGTON STATE CHAMPION — USCF Bicycle Racing
5-time state champion in velodrome sprint racing and numerous national and international wins

TECHNICAL CAPABILITIES

Proficient in WebEx online meeting platform / Salesforce.com CMS platform / various Google cloud-based services including Docs, Calendar, Analytics, Webmaster Tools, Groups, Gmail / Macromedia Fireworks, Dreamweaver / Adobe Premier / Camtasia Studio / Quickbooks, Quicken / Microsoft Word, Excel, Publisher, PowerPoint, Outlook, Money

Competent in Adobe Photoshop, Illustrator / Microsoft Visio / various FTP clients

Designed several WordPress blogs and websites for small businesses.

REFERENCES

Available upon request.