

# Certified Project Manager

*Ursula Maria Fischer (PMP, Scrum)*

**WORK EXPERIENCE**

**PROJECT SKILLS**

**EDUCATION**

## ***Building products which last***

*14 years internet communication experience.*

*Customer advisory service for a market-leader in  
worldwide booking accommodation  
(b2c and b2b portals).*

*Expert in Internet search technology*

*As an experienced Certified Project Manager  
and Certified Scrum Master I ensure the project  
objectives are met.*

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*PMP, Scrum, KANBAN, UX Concept, UI, SEO, SEA, Conversion  
Optimization, performance marketing, digital strategy, High End  
Technology, Adobe Creative Suite, MS Project, JIRA, Omnitacker  
Google Products, social media platforms, WordPress*





**Certified Project Manager**  
Ursula Maria Fischer (PMP, SCRUM)

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## Professional experience

### **SENIOR CONSULTANT, mediaworx AG berlin, Germany (2007 until today)**

clients: ARAG, Medical One, Berliner Volksbank, HRS, zanox AG (zanox.com), public insurance company (provinzial.de) strategy consulting (different.de) and more

### **OFFICE LEADER, Federal Ministry of Defense, Berlin, Germany (2006 - 2007)**

websites: bmvj.de, bundeswehr.de

### **MEDIA PRODUCER and PROJECT MANAGER freelance (2003 - 2006)**

**PROJECT MANAGER**, Id Media AG, Berlin, Germany (client: T-com 2004)

**MEDIA DESIGNER (UX, UI)**, init AG, init.de, Berlin, Germany (2004-2005)

**MEDIA DESIGNER (UX, UI)**, granada.net, Spain (2003)

**LEADER ONLINE PRODUCTION**, STARnetOne entertainment media, (2001 - 2003)

**WEB DESIGNER**, freelance, ID7 + jovy design(1998 - 2001)

### **My activities include:**

- Consulting the client with the best solutions regarding the product development
- Leading service design workshops
- Project planning and governance of technical projects within dynamic circumstances and complex software architecture (project teams 40 employees, budget 700.000 €)
- linking peripheral systems, staging systems
- Conducting risk assessment reviews and analysis
- Analyze existing operational processes, systems and tools to identify opportunities for improvement
- Lead and develop well performing teams to ensure project objectives are being met
- Liaise with other departments and offices to resolve problems when required-
- Release planning, coordination and improvement of ongoing process with agile teams
- Use of JIRA, Omnitracker, MS Project, Enterprise Architect, current Management and design software (Adobe Creative Suite, Axure)
- Capacity to adapt to a new environment and culture

## Recent Projects

### **Shanghai Project**

#### **Sponsoring of OpenCms Days, user conference and expo (Nov 2014)**

Responsibility: marketing concept for exhibition space and display material, representation of mediaworx berlin AG, event management, SEO - social media distribution concept and realization of microsite opencms.mediaworx.com,

#### **Corporate customer websites (Dez 2013 until 2015)**

About 40,000 corporate customers worldwide use our clients corporate account for their hotel booking procedures. mediaworx realized the web application.

Responsibility: customer advisory service (UX / UI), agile project management, organize and execute Scrum (Daily, planning, reviews, retrospectives),

Technology: JAVA struts, HTML 5, CSS3, VAADIN, Imperia, JIRA

Client: a market-leader in worldwide booking accommodation (due to confidentiality the name of the client will be protected )

#### **Introduction of agile process framework for the affiliate network ZANOX AG (Sep 2013 - Feb 2014)**

Relaunch zanox.com, solution: multisite, international (15 countries, 10 different languages) and responsive website based on OpenCms to build successful relationships between advertiser and publisher.

Responsibility: introduce an agile development environment, create new features: integration of youtube, flickr, facebook

Technology: JAVA, HTML 5, CSS3; CMS: OpenCms; Ticketsystem: JIRA

Client: ZANOX AG (zanox.com)

#### **Intelligent Sourcing - bringing together corporate customers and hoteliers (mar 2013 - Nov 2013)**

A service which offers a strategic hotel rating procurement tool for corporate customers (GBTA standard). Via this Online-platform, business travelers are granted with exclusive rates, in return hotel keeper get high booking volumes.

Responsibility: conceptual design, project realization, introduce agile process

Technology: JSF 2, VAADIN; Ticketsystem: JIRA



## Further projects

### **Organisation development program “Learning Journey” (Nov 2013 - Nov 2014)**

Together with compassorange, an agency for personal and organisation development, I set up a one year internal training program for mediaworx’ project manager and team leader. The main goal of the so called “Learning Journey” is to develop the inner cultural awareness of our organisation and to establish self learning capabilities of our organisation and its members (collaborative thinking).

### **Relaunch of corporate customer client application (2012 - 2013)**

Responsibility: Concept and UI, customer advisory service, project management, Technology: JAVA struts, VAADIN, HTML 5, mootools, ajax; CMS: Imperia Client: a market-leader in worldwide booking accommodation

### **Relaunch of a hotel service portal with single sign on and JSF2 (2011)**

Responsibility: Project management

### **Continuous enhancement of an online tourist portal (2009 - 2011)**

Responsibility: Release planning, project coordination, customer consulting Technologies: JAVA struts, mootools, ajax; CMS: Imperia; Ticketsystem: Omnitracker

### **Microsite EM 2008 (2008)**

Microsite with map based hotel search (MS maps) as pilot for further map integration, funpool with interactive movies, Responsibility: requirement management and project realization, film production.

### **T-COM House in Berlin: “Intelligent living” (2005)**

T-com House was designed to demonstrate state-of-the-art home automation. Responsibility: Event management, media planning & budget steering Clients: T-Com + Siemens, Employer: ID media AG

### **Website Designer in Granada, Spain (2003 - 2004)**

Creation and implementation of website projects (HTML, flash) and print products Creation of CI and setup of a zen meditation center and organisation of workshops

## Education

**Certification as zanox affiliate manager**, Berlin (2014)

**Certification as Professional SCRUM Master**, Berlin (2011)

**Certification as Project Management Professional (PMP)**, Berlin (2011)

**Mediadesign Akademie Berlin** (MD.H Mediadesign), Berlin (1998-2000) design grant, germanwide competition: “Talente gesucht Talente gefördert”  
**Free University Berlin and University of Constance** (1993 -1998) German and French language and literature studies, new media studies

**Lycee Lavoisier, Paris (1995 - 1996)**

course-related activity in France, as assisant language teacher

## Contact data

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