

# JOCELYN ARSENAULT

Senior Digital Consultant - Product Owner / Business Analyst

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A seasoned multidisciplinary Internet business & development consultant, with over 18 years of professional experience, whose client-facing work focuses primarily on mandates involving digital strategy, project planning, product innovation & ideation, business analysis, team management and managing large scale projects. Jocelyn consults independently in the form of consultancy services tailored to the individual client's needs.

## Core Skills

- ✓ Digital thought leadership & strategic planning
- ✓ Defining and articulating business needs
- ✓ Project strategy and planning
- ✓ High level user experience and content strategy
- ✓ Digital governance strategy
- ✓ Product development management
- ✓ Digital experience optimization
- ✓ Team management
- ✓ Project management (Agile & Waterfall)

## Professional Career Experience

### Digital Business & Project Consultant

**Jocelyn Consulting** // Montreal // Sept 2007 - Ongoing

Project discovery and planning, aimed at understanding the client's current digital ecosystem, identifying priorities and opportunities for growth and developing a framework and roadmap to guide digital development across all properties.

// Consumer Web Sites // Digital Content Platforms //  
// e-Commerce // Mobile Projects //

See attached document for clients and mandates details.

### Senior Digital Project Manager & Producer

**CloudRaker** // Montreal // October 2005 to October 2007

Web development & marketing project strategy, planning and management. Worked on various accounts such as: Air Canada Vacations, Ebay, ALDO, Heineken, Barilla, Bell Canada.

### Senior Web Project Manager & Producer

**SidLee** // Montreal // September 2003 to October 2005

Web development & marketing project strategy, planning and management. Worked on various accounts such as: Solo Mobile, Futureshop, Le Château, CIBC, Cirque du Soleil

### Founder & Product Director

**Netnovations Inc** // PEI // June 1997 to May 2001

Created a platform where property owners could sell and rent their property without the involvement of agents. Sold the platform to an American real estate firm in May 2000.

## Life Philosophy

*"No matter how good the strategy and design, occasionally we need to look at the results."*

## Strengths

Self-Starter

Self-Taught

Get things done

Ideator

Adaptive

Team player

## Interests

All things digital | Mobile | People  
Entrepreneurship | Finance | Sailing  
World travel | Nature | Innovation

## Languages

English ●●●●●

French ●●●●●

Spanish ●●

## Education

BBA in Management & Finance  
**Université de Moncton** // 1995 - 97  
**University of PEI** // 1993 - 95

## Lead Digital Business Analyst & Advisor for UNICEF Global

**Mirum Canada** // Montreal // April to September 2016

Requirements gathering and documentation aimed at understanding UNICEF's current digital ecosystem, along with identifying priorities and opportunities, and to establish a framework to guide the development of the new global CMS implementation.

- ✓ Multilingual digital ecosystem with presence in 190 countries
- ✓ New global CMS built with Drupal and Acquia Cloud
- ✓ New responsive redesign of the global web site
- ✓ Acted as business analyst, product owners and functional analyst

TECH & TOOLS: Agile, Drupal, Acquia Cloud, Jira, Confluence

## Senior Digital Solutions Manager & Advisor

**Cogeco Canada** // Montreal // July 2015 to February 2016

Other than managing the digital solutions team, I was tasked with the requirements gathering and documentation aimed at understanding Cogeco's current digital ecosystem, along with identifying priorities and opportunities, and to establish a framework to guide the development of the new global CMS implementation.

- ✓ New global CMS built with Drupal and Acquia Cloud
- ✓ New responsive redesign of the web site
- ✓ Web and mobile solution & strategy
- ✓ Strategic planning
- ✓ Project evolution and requirements management
- ✓ Production team management
- ✓ External service providers' liaison & partner management
- ✓ Reorganizational consultant

TECH & TOOLS: Agile & Waterfall, Drupal, Acquia Cloud, Jira, Wordpress, PHP, MySQL

## Mobile Development Project Manager for the SUB ZERO WOLF

**Nurun Canada** // Montreal // May 2015 to August 2015

An Internet of Things project. Planning and supervision of the iOS app development project, to enable control of Sub-Zero household appliances over the Internet and Bluetooth.

- ✓ Strategic project planning
- ✓ Project evolution and requirements management
- ✓ Management and supervision of the 10 +/- member project team
- ✓ External service providers' liaison & partner management
- ✓ Stakeholder presentation and expectation management

TECH & TOOLS: Agile, Jira, iOS, SWIFT, Android, BTLE

## Digital Project Manager & Analyst

**Ivanhoe Cambridge** // Montreal // January 2014 to December 2014

Planning and supervision of the “responsive” re-design and development of the corporate employee portal. Built on the newly deployed Sharepoint 2013 platform.

- ✓ Strategic project planning
- ✓ Project evolution and requirements management
- ✓ Management and supervision of the 15 +/- member project team
- ✓ External service providers' liaison & management
- ✓ Stakeholder presentation and expectation management

TECH & TOOLS: Agile & Waterfall, Sitecore, .NET, SharePoint 2013

## Digital Director, Advisor & Product Owner

**Aptalis Pharma Technologies** // New York // July 2012 to December 2013

Requirements gathering and documentation aimed at understanding Aptalis' current digital ecosystem, along with identifying priorities and opportunities, and to establish a framework to guide the development of the new global CMS implementation and responsive redesign.

New Drupal CMS implementation

New consumer web site responsive design

Secured portal for health care professionals

Internal corporate employee portal built in Sharepoint 2013

- ✓ Discovery and planning
- ✓ Conception and definition
- ✓ Business requirements documentation, based on stakeholders' workshops
- ✓ Request for proposal documents (RFP)
- ✓ Internal and external team management throughout the project
- ✓ Played a leadership role in defining the user experience.
- ✓ Stakeholder presentation and expectation management
- ✓ Bridge between business goals, client needs, systems integration and tech

TECH & TOOLS: Agile & Waterfall, Drupal, RackSpace, SharePoint 2013

## Digital Platform Project Manager & Analyst for Sanofi Canada

**Tank Communications** // Montreal // January 2012 to June 2012

Responsible for the design, development and implementation of the STARsystem Web and Mobile platform. A support platform for patients living with diabetes.

- ✓ Business requirements analysis and strategic project planning
- ✓ Project evolution and requirements management
- ✓ Design and UX team management
- ✓ Medical content approval management
- ✓ Liaison between the internal team and the Nurun development team

TECH & TOOLS: Waterfall, JAVA

## Digital Platform Project Manager & Analyst for Novartis Canada

**Tank Communications** // Montreal // June 2011 to December 2011

Responsible for the design, development and implementation of the Gilenya Web and Mobile platform. A platform for the management of MS patients on the Gilenya treatment.

- ✓ Business requirements analysis and strategic project planning
- ✓ Project evolution and requirements management
- ✓ Design and UX team management
- ✓ Medical content approval management
- ✓ Liaison between the internal team and the Telus development team

TECH & TOOLS: Waterfall, JAVA

## Digital Project Manager & Analyst for AVON International

**Nolin BBDO** // Montreal – New York // February 2011 to June 2011

Defined and documented the business requirements, proposed solutions and responsible for the design, development and deployment of the website and mobile app for the Anew product line.

- ✓ Strategic project planning
- ✓ Project evolution and requirements management
- ✓ Design and UX team management
- ✓ Liaison between the internal and the external development team
- ✓ Client management “based in New York”

TECH & TOOLS: Waterfall, Expression Engine, PHP, MySQL

## Digital Project Manager & Analyst for LOWE'S Canada

**Nolin BBDO** // Montreal - Toronto // July 2010 to December 2010

Defined and documented the business requirements, proposed solutions and responsible for the design, development and deployment of Lowe's online product catalogue.

- ✓ Strategic project planning
- ✓ Project evolution and requirements management
- ✓ Design and UX team management
- ✓ Manage the external development and infrastructure teams
- ✓ Client management “based in Toronto”
- ✓ Bridge between business goals, customer needs, systems integration and tech

TECH & TOOLS: Waterfall, Expression Engine, PHP, MySQL, BridgeTree

## Web Product Manager & Analyst for Volkswagen Canada

**Havas Canada** // Montreal - Toronto // May 2010 to July 2010

Responsible for the evolution and development of the online Volkswagen Canada Owner's platform. Planned and oversaw UX, design, web development and user testing. Led the digital development of various CRM campaigns.

- ✓ Defined business requirements
- ✓ Strategic project planning
- ✓ Project evolution and requirements management

## Web Project Manager & Analyst

**Astral Media** // Montreal // February 2010 to May 2010

Analysis and documentation of the business requirements, proposed solutions and responsible for the design and development of the investor relations website.

## Digital Product Director

**Challenge Your World** // Montreal // October 2008 to November 2009

"A start-up that developed an online social network for entrepreneurs and ideators."

Responsible for the evolution of the platform. Developed the business strategy for the service offering, managed customer relationships and led a team of developers and designers on an on-going basis.

- ✓ Business analysis and strategic project planning
- ✓ Detailing of technical specifications
- ✓ Development team management
- ✓ Marketing and growth strategy

## Web Project Manager & Analyst

**Bell Canada** // Montreal // May 2008 to September 2008

Responsible to the complete re-design and development of the new Bell.ca website and new TeamSite CMS implementation.

- ✓ Business requirements analysis and strategic project planning
- ✓ Project evolution and requirements management
- ✓ Design and UX team management
- ✓ External development team liaison

## Web Product Manager

**Mobivox** // Montreal // October 2007 to May 2008

"A start-up that developed a Web app to allow mobile user call long-distance over VOIP."

Responsible for the evolution of the platform. Developed the business strategy for our service offering, managed partner relationships and led a team of developers and designers on an on-going basis.

- ✓ Product ideation and design
- ✓ Business analysis
- ✓ Detailing of technical specification
- ✓ Strategic project planning
- ✓ Development team management
- ✓ Marketing and growth strategy