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Custom Specialty Projects Advisor

Location **Delaware**
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Research professional experienced in Biotechnology, Life Sciences, Pharmaceuticals, Experimental Psychology, Learning Psychology, Social Psychology, Cognitive Behavioral Psychology, and Industrial-Organizational Psychology, Clinical Research, Social Work, Social Studies, Sociology, Criminal Justice, Healthcare, Informatics, Therapeutic education; Information Management, and more.

I consult individuals and businesses on marketing, market research, project management, technology solutions and customer-focused deliverables. The focus is on program development, product launching, and project management,with centralization on strategies to overcome procrastination. I incorporate productivity solutions into project plans and work deliverables.

My services expand into:
digital strategy
brand strategy
content strategy
data analysis & measurement
design
technology
community management
monitoring + analytics

Strategic Planner with international experience. For a number of years, I worked in teams to develop strategies and solve business problems for both large and small companies.

Strategic Planning â€¢ Life Cycle Management â€¢ Design Thinking â€¢ Product Management â€¢ Growth Strategist â€¢ Portfolio Management â€¢ Innovation â€¢ Business Unit Strategy â€¢ Technological Research â€¢ Prognostics Analysis â€¢ Economics

Accomplished Entrepreneurial, Visionary and visionary leading with 15+ years of multiple profitability, innovation and performance in leading organizations in diverse industries. Adept at devising and executing strategies that enhance brand image, fuel revenue growth, and boost recognition/market share on national and international platforms. Active listener and relationship builder with expertise in orchestrating strategic advisory, competitive intelligence, new product and business model development.

My Specialties:
â€¢ Business Model Development
â€¢ Consumer Insights

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â€¢ Product Road Map Evaluation
â€¢ New Product Development
â€¢ Social Commerce
â€¢ Trend Forecasting/Tracking
â€¢ Life cycle Product Management
â€¢ Competitive Intelligence
â€¢ Open Innovation Systems
â€¢ Qualitative/Quantitative Research
â€¢ Disruptive/Sustainable Innovation
â€¢ Business Unit Growth Strategy
â€¢ Morphological Research
â€¢ Market Prognosis
â€¢ Stakeholder/User Experience Insights
â€¢ Quantitative Problem Solving

Strategy : Plan, Conceptualize, Frame, Map, Teach

Research: Usability Testing, Foccus Groups, Ethnography, Contextual Inquiry, Expert Evaluation, Persona, Customer Journey, Concept Testing, Travel Path Testing Online Surveys ,Competitor Analysis,Customer Satisfaction Surveys, Requirement Gathering, Shadowing, Competitive Testing, Web Analytics, Photo Ethnography, Remote Usability Testing, Remote Workshops, Remote Focus Groups, Card Sorting, Global /Cultural Testing/Analysis, Generative Research

Design: Ideation Workshops, Interaction Architecture, Implementation Support,Wireframes,Design Validation,Vision Design, Prototyping, Sketching, Co-design Workshops,Participatory Design, Release Roadmapping, Concept Ideation,Content Inventory, Journey Mapping,Service Design, Process Design, HTML/CSS Template, Experience Innovation, User Group Modeling, Concept Generation, Experience Design

"Discovery consists of seeing what everybody has seen, and thinking what nobody has thought."

I address each business idea and project objective(s) individually.

I focus on 10 Design Thinking Tools: 1. Visualization 2. Journey Mapping 3. Value Chain Analysis 4. Mind Mapping 5. Brainstorming 6. Concept Development 7. Assumption Testing 8. Rapid Prototyping 9. Customer Co-Creation 10. Learning Launch

I engage with my clients with the following framework:

1.Define the challenge: Develop a set of powerful questions to surface opportunities, and frame innovation.
2.Gather data: Learn how to gather data through qualitative research such as observation and storytelling to augment traditional forms of data gathering. Tools include Journey Mapping and Value chain analysis
3.Reframe and clarify the challenge: Make sense of research by seeing patterns, themes, and larger relationships between the information. Challenge assumptions and illuminate opportunities latent within the organization.
4.Artful reflection: Cultivate your intuition and develop aesthetic ways of knowing. The elegant solution wins in the marketplace. Visualization: Develop visual thinking

skills to de-code images, and communicate ideas visually. Visual literacy transcends the limitations of language, and activates our senses. Tools include Mind mapping, sketching and painting.
5.Ideate: Learn six idea generation tools to foster shifts in perception, break out of traditional mind-sets, and generate seed ideas for innovation, including SCAMPER, Metaphorical thinking, connecting the dots, and Edison's invention techniques.
6.Evaluate: Identify the criteria you need to evaluate ideas; learn the distinction between critiquing and criticizing an idea; give feedback that enhances creativity rather than crushes it.
7.Prototyping: Create a visual tangible representation of your idea and present it to the group for feedback. Create a feasibility and an adoption checklist to get people onboard. Customer co-creation: Exploring alternative futures with your internal and external customers
8.Assess: Gather feedback from prototype. Assess outcomes, and refine your project. Develop a set of feedback questions to get the information you need, i.e., does this add value to the customer?
9.Implement: Create an action plan and test-drive your innovation
10.Iterate: Assess results, modify and improve, using this framework.

I take on new responsibilities, as needed.

Email me for details.

*YOUR CAREER IS HALF OF YOUR LIFE. YOUR LIFE GOALS ARE MY MISSION and I'll make it happen for you on time and on budget.

If you don't see what you need below, just ask!

SERVICES - Custom Specialty Projects

RESUMES & COVER LETTERS: *I'll share priceless tips and tricks with you that you will use to shake up your competitors.

POWERPOINT: Present, impress, and direct your audience's attention to the point! You only get one chance. and really reflect your professionalism.

Presentations -- whether they are made with Powerpoint, Prezi, or other applications, are a great way to support a speech, visualize complicated concepts or focus attention on a subject. I review or develop the content from research, provided documentation, and discuss my presentation approach. My clients are business executives, physicians, entrepreneurs, professionals, etc.

You know a bad presentation can achieve the opposite effect. Badly designed slides with too much text or bad graphics can distract or worse, irritate the audience.

The first thing that gives a professional touch to any presentation is the design. In addition, subject matter expertise is essential to providing and communicating value to your audience.

Images are key elements of every presentation. The subject matter is essential to grasp the attention of your audience and demonstrate your expertise. Your audience has ears and eyes -- they'll want to see what you're talking about, and a good visual cue will help them to understand your message much better.

Call / text me today or send me.
I also train on
-?LECTURES - HOW TO TELL YOUR STORY RIGHT (Using PowerPoint & Prezi platforms)
-?BIOGRAPHIES & VISUAL RESUMES
-?PROFESSIONAL DESIGN PROFILES (Leveraging Social Media Presence)
-?TUTORIALS & HOW-TO INSTRUCTIONS (Defining audience and Representing yourself with mission)
-?PRESENT SALES - PRODUCTS - SERVICES

TUTORING & Coaching: If you've been considering using a professional tutor, now is definitely the time to get started.

*My friendly and patient approach includes tailored services designed specifically for you and your rate of learning.

*Instruction can be done in person, by email, or by Skype remotely from your own home.

WHY USE MY SERVICES? I love what I do! I have passion, an un-yielding creative spirit, and vision for business. From the simple to the extraordinary, I make it happen. I'm efficient, meticulous, honest, very patient, and enjoy helping people.

*Your success is important to me. If necessary, I have a small and dedicated team of other business professionals who would be more than happy to help you too. In a hurry? I offer same-day services and can help you with rush projects.

FREE CONSULTATION: To take advantage of my free-of-charge consultation, tell me a little bit about your goals, project needs, and deadlines. It's important to me that you are satisfied with the results you receive.

RATES & METHOD OF PAYMENT: My rates are designed to be affordable and transparent so you'll know exactly what to expect. Payment can be made securely via PayPal for your protection, and no deposit will be requested before work begins. I deliver work, then charge.

Thank you for visiting!

Polina

Entrepreneur who grew Career & Business Consulting business from start-up through effective business planning, product design/development, creative sales techniques, and innovative marketing.

Leader with proven success and experience in start-up operations, key account management, sales, marketing, website design and development, human resources, and process improvement across diverse industries. Highly adept at identifying talent as well as building and leading high-functioning team both internally and remotely to achieve ambitious goals. Passionate thought leader with an aptitude for evaluating client needs, deftly translating strategic planning into actionable initiatives to meet or exceed goals. Career history of coordinating and leading critical, simultaneous projects from inception to completion while streamlining projects to deliver on time and within budget. Excelled at propelling organizational growth, market share, efficiency, and revenue.

Key contributor to creation one of global career reconstruction methodologies. Instrumental to the comprehensive and continuity of operations from inception to completion, including strategic planning, business development, web design, sales, marketing, process development, and human resources.

Keywords; administrator, advertising, adviser, advisor, agency, agent, analysis, analyst, anywhere, application, assistant, assurance, b2b, biz, broker, business, call, campaign, career, casualty, clerical, client, clients, closer, commerce, commercial, commission, competitive, computer, concept, convenience, coordinator, coverage, creative, CRM, CSR, direct, district, ecommerce, efficiency, energy, entrepreneur, entry entry-level, e-signer, estate, executive, expert, finance, financial, franchise, free, freedom, general, grow, health, hiring, home, hospitality, HR, human, improvement, infrastructure, in-home inside, insurance, integration, internship, IT, jobs, labor, lead, leadership, licensed, life, manager, market, marketer, marketing, media, mortgage, motivated, negotiation, network, networking, office, officer, online, opening, opportunity, ops, outside, owner, ownership, placement, planning, policy, president, profession, professional, project, promotion, property, public, QA, quality, real estate, real, receptionist, recruiter, recruiting, regional, relations, rep, representative, research, resources, retail, sales, salesperson, saleswoman, secretary, security, sell, seller, selling, server, service, social, softener, software, south, specialist, strategic, strategy, support, systems, team, tech, technology, telecommute, telemarketing, territory, time, trusted, twitter, underwrite, underwriter, vice, virtual, VP, warehouse, web, work from home, work at home, home.