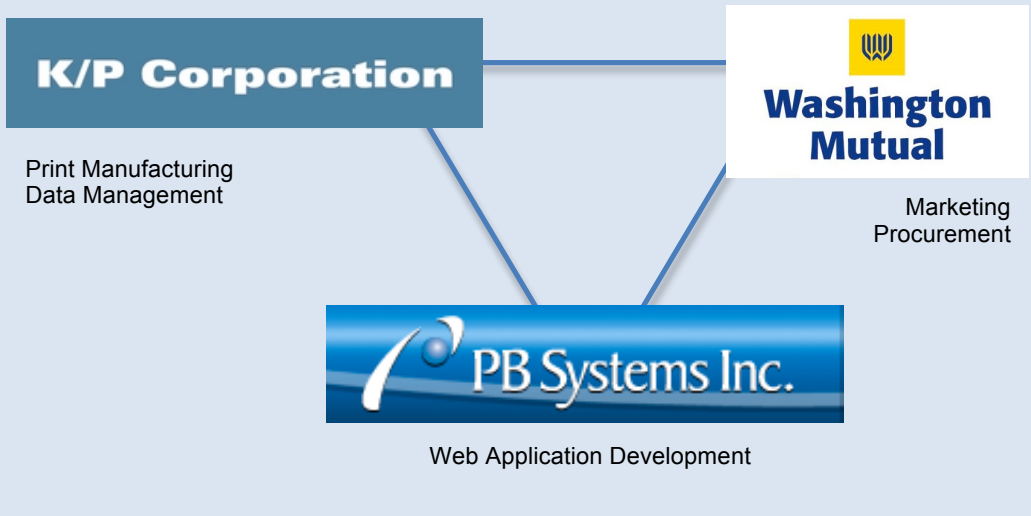


# WAMU Campaigns On Demand



<p><b>Business Objective</b></p>	<p>Enable bank branches to order customized printed marketing materials on demand from a single source ensuring brand consistency along with cost and accounting efficiencies.</p>
<p><b>Solution</b></p>	<p>Build a custom web application allowing customization of specific marketing materials including online proof approval and deducting funds from co-marketing accounts. Orders batch and flow via automated workflow electronically to digital print devices at a single supplier.</p>
<p><b>My Role</b></p>	<p>Project and Implementation Management</p>
<p><b>My Scope</b></p>	<ul style="list-style-type: none"> <li>○ Overall project task list management</li> <li>○ Management of scope, due date and budget adherence</li> <li>○ Coordination of efforts between customer, off-shore web development group and print supplier</li> <li>○ Process documentation and improvement</li> <li>○ Customer needs analysis facilitation and coordination</li> <li>○ Translation of user requirements into web development specification documents</li> <li>○ Process and technology engineering coordination</li> <li>○ Coordination of training prior to deployment</li> </ul>