
CRYSTAL JURCZYNSKI

SUMMARY

Problem solver with over 20 years of experience blending people, process, and technology to get the right job done right. Demonstrated excellence in project management as well as business, marketing, and technical communications, including instructional development and training delivery. Industries served include business associations, consumer products and services, B2B consulting, education, ecommerce, legal, manufacturing, non-profit, publishing, real estate, retail, and transportation.

KEY ACCOMPLISHMENTS

PROJECT MANAGEMENT

- Managed development of a communications website to employees of **United Airlines** and an acquisition target within a tight time constraint. Project team included members from business communications, server capacity planning, network infrastructure, and security.
- Led team of marketing, graphic design, content writing, and programming resources on a website redesign project for **Literacy Chicago**. Successfully combined branding, business, and technical requirements into the visitor experience.
- Reduced the number of open projects from 54 to 9 with a 98% success rate at **Reed Business** through expansion of the project tracking system, investigative fervor, improved and repeated marketing, and focused client communications.

COMMUNICATIONS

- Supplied website usability testing, technical consulting, and focus group research services for an intranet project at **Banco Popular**. Combination of qualitative and quantitative data provided stakeholders with rationale to support redesign project.
- Established a cross-functional organization between IT and 25 key business leaders at **United Airlines** to improve project communication, delivery, and acceptance.
- Provided highly-regarded presentations including those at the national conferences for the **Institute of Management Consultants** and the **Independent Computer Consultants Association**.

TRAINING AND INSTRUCTIONAL DESIGN

- Developed a series of five website development classes delivered to over 100 managers and staff at **United Airlines**. Each class videotaped for the benefit of future employees.
- Designed and provided hands-on website maintenance courses in Adobe Dreamweaver, Microsoft FrontPage, and Adobe Contribute to clients such as **Age Options** and **QCircuits**.
- As co-leader of company customer service initiative at **Terasys**, implemented training curriculum, responsiveness standards, surveys, and recognition program.

EXPERIENCE

PROJECT MANAGER/CONSULTANT FOR CRYSTAL POINT CONSULTING, LLC 2002-2011

Delivered website development projects for a large variety of clients. Performed business analysis, requirements gathering, project scheduling, issue resolution, resource management, and quality control, as well as website design, development, and maintenance. Also supplied content management and Search Engine Optimization (SEO) services.

PROJECT MANAGER AT REED BUSINESS FOR MANPOWER INC. 2008-2009

Managed B2B online marketing projects including webinars, podcasts, and whitepapers for the Manufacturing Business Technology division. Identified client requirements and managed editorial, technical, creative, and production resources to achieve project goals.

SENIOR ANALYST & APPLICATIONS DEVELOPMENT MANAGER AT UNITED AIRLINES 1999-2001

Established department to provide project management, project methodology, and communication support for the 200-member IT Corporate Services organization. Supervised 10 employees and contractors. Managed United's extensive intranet, with multiple business content owners, specialized applications, and disparate systems.

PROJECT OFFICE AT UNITED AIRLINES FOR AJILON CONSULTING 1998-1999

Delivered project management methodology and communication functions on a multi-million-dollar human resources project. Activities included creating and managing project plans, developing technical and business requirements, creating RFPs, and evaluating vendors.

INTERNAL SYSTEMS MANAGER AT TERASYS, INCORPORATED 1996-1998

Established IT department to support corporate computer environment. Managed staff of three plus consultants. Administered Unix servers, Oracle databases, email system, PCs, and network.

INSTRUCTOR AT INTERLEAF, DIGITAL EQUIPMENT CORP., AND ISC-BUNKER RAMO 1987-1995

Developed and conducted highly-rated training courses in desktop publishing, graphics, document management, Unix system administration, and computer banking systems.

DEGREES & CERTIFICATIONS

- **PMP** (Project Management Professional), Project Management Institute, Newtown Square PA
- **BS Mathematics** with Honors, Minor Computer Science, Roosevelt University, Chicago IL
- **AA Education**, Morton College, Cicero IL