

Dorothy A. George, MBA, MS

MARKETING AND PROJECT MANAGER

EDUCATION

MASTER OF SCIENCE, INTERNET MARKETING
FULL SAIL UNIVERSITY, WINTER PARK, FL

**MASTER OF BUSINESS ADMINISTRATION,
TECHNOLOGY MANAGEMENT**
UNIVERSITY OF PHOENIX, BIRMINGHAM, AL

BACHELOR OF SCIENCE, FINANCE
UNIVERSITY OF ALABAMA, TUSCALOOSA, AL

SUMMARY

Dorothy A. George is STRADA's Marketing and Technical Project Manager. Ms. George is highly skilled in project management, marketing, information technology, and training. She has excellent communication, management, and team building skills. She has developed inventive ways to reach the underserve population with technology and traditional methods. Ms. George has experience in strategizing and leading cross-functional teams to bring about fundamental change and improvement in strategy, process, and profitability. Ms. George's ability to design and implement a variety of training programs stems from her background in secondary education and corporate training. She is adept at explaining complex software issues in easy-to-understand terms. Her ability leverages educational theories and methodologies to develop, design, and deliver successful training programs and integrate instructional technology to provide onsite and virtual training. Ms. George has proven to be successful in intense and demanding environments by assessing and managing complex obstacles while providing decisive team leadership and structure.

REPRESENTATIVE PROJECT MANAGEMENT, IT MANAGEMENT, & TRAINING EXPERIENCE

Alabama Transit Operations Management and Information Center (ATOMIC)

Alabama Department of Transportation, Transit Section | Montgomery, Alabama

STRADA Professional Services, Project Manager

Ms. George is currently managing the development of the Alabama Department of Transportation's (ALDOT) **Alabama Transit Operations Management and Information Center (ATOMIC)**. Ms. George initially spearheaded the development of branding, the user interface, and the user experience for the ATOMIC software as the Marketing Specialist. She manages all aspects of the software development process and leads a cross-functional team that is responsible for milestone client deliverables. Ms. George manages the budget, scope, project status/timelines, stakeholder expectations and ensuring satisfaction and acceptance of project deliverables. She is responsible for organizing and managing the collection of product user requirements into the Product Backlog Sprint specification documentation utilizing the Agile methodology. Ms. George has successfully created strong relationship with, and gained the trust of ALDOT, senior management, sub-consultants, and colleagues at all levels.

Bus Wi-Fi Installation for MAX Transit's Fixed Route & Paratransit Fleet

Birmingham-Jefferson County Transit Authority | Birmingham, Alabama

Birmingham-Jefferson County Transit Authority, Information Technology Coordinator

In 2016, the Birmingham Jefferson County Transit Authority's Board of Directors set a strategic goal to improve and enhance the agency's information technology infrastructure. One of the objectives set from this goal was for all of MAX Transit's fleet to have working Wi-Fi. The consumer grade devices were not able to withstand extreme temperatures. Ms. George managed the successful Wi-Fi upgrade and installation project for the agency. She ensured that each bus in both the Fixed Route and Paratransit had industrial grade Wi-Fi installed. Ms. George identified the Cradlepoint device and NetCloud Service, which are tailor-made for transportation network, as the optimal solution to add value for both the agency and the riders.

ServicePRO Help Desk Development & Management

Birmingham-Jefferson County Transit Authority | Birmingham, Alabama

Birmingham-Jefferson County Transit Authority, Information Technology Coordinator

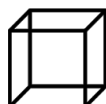
Ms. George developed and supervised the IT Help Desk. She instituted protocols for the use of Information Technology across departments and projects. She scaled the ServicePRO solution to use for the entire agency. Ms. George utilized ServicePRO to centralize how tickets were submitted for work orders. She created a survey to help the IT department better serve the entire organization, which was later used as the template for the Communications Department. Ms. George utilized customizable reporting to produce effective change management for the entire agency.

Technology Training Program Development & Instruction

Birmingham-Jefferson County Transit Authority | Birmingham, Alabama

Birmingham-Jefferson County Transit Authority, Information Technology Coordinator

Ms. George developed and directed the training of the entire BJCTA workforce on various software and hardware systems that ensured the integrated technology was used to maximum capacity within the organization. She conducted assessment meetings with management to measure the effectiveness of the various trainings that she conducted. Ms. George coordinated and conducted small group and individual



D. A. George Marketing & Business Development

training sessions based on staff and organizational learning needs. She was responsible for identifying training needs, developing training programs, training materials, and training schedules. Ms. George designed, developed, and delivered online and classroom training for corporate office employees.

REPRESENTATIVE MARKETING & COMMUNICATIONS EXPERIENCE

Alabama Transit Operations Management and Information Center (ATOMIC)

Alabama Department of Transportation, Transit Section | Montgomery, Alabama
STRADA Professional Services, Project Manager

Ms. George is currently managing the development of the Alabama Department of Transportation's (ALDOT) **Alabama Transit Operations Management and Information Center (ATOMIC)**. Ms. George initially spearheaded the development of branding, the user interface, and the user experience for the ATOMIC software as the Marketing Specialist. Ms. George worked with the ALDOT's Local Transportation Bureau Chief to develop the logo for ATOMIC. Ms. George also created the brand guide and served as the Technical Lead Project Manager guiding the User Interface and User Experience development with the Lead Developer on the project. The prototype of ATOMIC was introduced to the rural transportation providers at the Fall 2019 RTAP Conference.

Transit Development Plan Integrated Marketing Strategy Development and Implementation

Birmingham-Jefferson County Transit Authority | Birmingham, Alabama

Birmingham-Jefferson County Transit Authority, Digital Marketing Specialist

Ms. George worked with STRADA Professional services to develop an integrated approach to encourage community engagement for the development of the Transit Development Plan (TDP). Ms. George created the visual assets and copy that was used both in print and digitally. As the Digital Marketing Specialist for the Birmingham-Jefferson County Transit Authority (BJCTA), Ms. George used MAX Transit's social media and website as platforms to advertise and encourage participation in public meetings about the TDP outside of traditional methods of advertisement. She created event specific pages on Max Transit's Facebook page for each public involvement meeting for the development of the TDP plan. She coordinated with Message Point Media to advertise the public meetings on the Public Information Displays in MAX Transit's Central Station.

Diverse Business Enterprise Marketing Strategy Development and Implementation

Birmingham-Jefferson County Transit Authority | Birmingham, Alabama

Birmingham-Jefferson County Transit Authority, Digital Marketing Specialist

The Birmingham-Jefferson County Transit Authority (BJCTA) hosted the MAX Diverse Business Expo. Ms. George worked with the BJCTA's Disadvantage Business Enterprise Program to develop an integrated marketing strategy for the promotion of the exposition. She developed an integrated marketing strategy that included the development of print material, an event specific website, a landing page on MAX Transit's website, and social media content that was used to help promote the exposition. Ms. George's collaborative efforts with the Grants Department and Skye Connect led to an increased the BJCTA's DBE Program awareness and participation.

MAX Transit's Digital Rebrand

Birmingham-Jefferson County Transit Authority | Birmingham, Alabama

Birmingham-Jefferson County Transit Authority, Project Manager

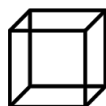
The Birmingham Jefferson County Transit Authority's (BJCTA) Board of Directors set a strategic goal to repair the agency's reputation and promote MAX Transit's services to the community. Ms. George led Max Transit's digital re-brand, which included the redesign and rebranding of the agency's website and social media sites as the Project Manager. Ms. George was responsible for the projects scope development, requirements gathering, and ensuring that the essence of the agency's brand was represented in the digital rebrand. Ms. George worked with the BJCTA ADA Officer to ensure that the transit agency website met Title VI requirements and enhanced the website's usability and responsiveness. Ms. George's created the agency's digital marketing plan, enhanced the look of the social media sites, follower engagement, and increased the overall MAX Transit's brand awareness for both the lower-income population and choice riders.

Rebrand & Digital Strategy Development and Implementation

Urban Impact | Birmingham, Alabama

Independent Consultant

In 2016, Ms. George worked with a team of independent consultants to rebrand Urban Impact, Inc. Urban Impact is a non-profit economic development agency that is commissioned to develop programming, commercial revitalization and business development within the Historic Fourth Avenue Business District. Ms. George created a digital marketing strategy for Urban Impact to establish a digital presence for the organization and conceptualized the agency's logo. The organizational rebrand and online presence development helped to enhance the agency's image, strengthen messaging and increased visibility outside the business district.



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