

# JASMINE UPCHURCH

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## Summary

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A proactive and value-centric Project Management Professional with 7 years of experience leading high-impact global projects across data intelligence, software development, and product innovation. Expert in aligning cross-functional teams with strategic goals using Agile methodologies, including Scrum, Kanban, SAFe, and SDLC. Proven track record in delivering value-driven features on time, leveraging advanced data analytics to optimize operations, inform decision-making, and unlock new market opportunities. Adept at stakeholder management, requirements gathering, and risk mitigation, with a passion for fostering collaboration and driving continuous process improvement. Known for exceptional communication, leadership, and the ability to navigate complex environments in both startups and established enterprises.

## Skills

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- **Project Management Tools:** Jira, Confluence, Google Workspace, Airtable
- **Data Tools:** Kubernetes, Looker Studio, Google Analytics
- **Process Optimization:** Workflow Automation, Continuous Improvement
- **Change Management:** Change Advisory Board (CAB)
- **Incident Management:** Incident Flow, Incident Reports
- **Frameworks:** SAFe, Scrum, Kanban, SDLC, Agile
- **Metrics & Reporting:** DORA Metrics, KPI Dashboards
- **Leadership:** Team Building, Mentoring, Coaching
- **Quality Assurance:** TestRail, Playwright
- **Cloud Platforms:** GCP, Cloud Functions, Firebase
- **Stakeholder Management:** Engagement
- **Risk Management:** Mitigation Strategies

## Experience

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Rouse Services

**Sr. Project Manager, PMO**

06/2022 - Current

- Led large-scale global projects that significantly expanded revenue opportunities through the development of data intelligence solutions, utilizing AI tools like Gemini for meeting notes during post-mortems, project kick-off meetings, and stakeholder engagement to capture key insights and action items.
- Leveraged machine learning (ML) models to outline project plans, establish milestones, and predict potential project bottlenecks, ensuring timely and efficient delivery.
- Optimized task management through the use of automation tools, streamlining workflows and enhancing team productivity across various project phases.
- Spearheaded release management initiatives, driving the team to achieve a bi-weekly release cadence, optimizing workflow and enhancing product delivery timelines.
- Orchestrated project touchpoints with engineering leadership, fostering cross-functional collaboration and alignment, which resulted in streamlined communication channels and accelerated project delivery cycles.
- Established and maintained a customer impact risk register, enabling proactive risk mitigation strategies and enhancing customer satisfaction.
- Designed KPI dashboards using real-time project insights, enabling data-driven decision-making for executives and project stakeholders.
- Implemented and enforced quality standards by overseeing the implementation of automated regression tests, advancing towards a fully automated product lifecycle.
- Led the implementation of DORA metrics, resulting in a 50% decrease in lead time for changes and a 75% reduction in production bugs.
- Mentored junior project managers and team leads, fostering professional growth and building high-performing teams.

Satori Mortgage

**Project Manager**

06/2021 - 06/2022

- Launched a Loan Origination Dashboard, reducing loan processing time and enhancing the customer experience.
- Documented process flows and developed requirements for functional improvements and enhancements.

- Resolved urgent roadblocks using root cause analysis (RCA), reducing defect resolution time by 30%.
- Championed agile best practices, coaching teams to improve Scrum maturity and sustain higher productivity levels.
- Documented process flows and developed requirements for functional improvements and enhancements.
- Developed and enforced SDLC processes and change management workflows, ensuring compliance and team alignment.
- Enhanced communication channels across stakeholders, QA, and engineering, ensuring smooth project delivery.

Booksy  
**Project Coordinator**  
**/ Project Manager**  
*04/2018 - 05/2021*

- Directed the redesign of Booksy’s mobile app, increasing customer retention by 15% and reducing booking errors by 20%.
- Managed the full project life cycle, from initiation to closure, utilizing Agile methodologies to adapt to changing project requirements.
- Collaborated with the Live operations team, QA, Engineering, and various partners to prioritize and coordinate efforts to deliver on schedule.
- Expert in task management applications such as Jira and managing upstream and downstream dependencies, driving improved processes and supporting peers.
- Facilitated successful multi-team collaboration across onshore and offshore development teams.
- Instituted pair programming and peer review processes, significantly improving code quality and reducing post-release defects.
- Drove the adoption of agile methodologies, leading retrospectives that delivered measurable process improvements.
- Maintained accurate project documentation, including meeting minutes, status reports, and project deliverables.

## Leadership & Mentorship

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Founder, **AgilityWorx**  
*07/2024*

- Created an e-learning program tailored to IT project management professionals, focusing on hands-on skill-building and real-world applications.
- Mentored over 26 students in developing artifacts like project charters and status reports, preparing them for roles in project management.
- Built an engaged community of learners, fostering networking and collaborative growth opportunities.

## Education and Training

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- Bachelor of Arts in Communication Technology
  - University of South Florida | Tampa, FL | 05/2016

## Certifications

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- Project Management Professional (PMP)
- Certified Scrum Master (CSM)
- Google Cloud Certified - Digital Leader