

Miriam Lea Ziven

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Dynamic and results-driven Creative Project Leader with over a decade of expertise in marketing, finance, operations, and leadership, specializing in setting performance-driven goals and optimizing program efficiency. Skilled in utilizing data to generate actionable insights, manage budgets, and drive cost-effective solutions. Proven track record of leading cross-functional teams, managing timelines, and ensuring creative excellence by implementing best practices that streamline processes and reduce program expenses. With extensive experience in operations management, I consistently exceed project objectives, delivering improved outcomes and enhanced customer satisfaction. Bilingual proficiency in Spanish adds a strategic advantage to my capabilities, enabling broader engagement and effective communication across diverse teams and stakeholders.

Areas of Expertise

Operations Management
Social Media Strategy & Planning
Stakeholder Management
Business Development
Process Improvement
Campaign Management
Content Creation
Marketing Strategy
Program Development

Project Management
Performance Metrics Management
Vendor Management
Finance Management
Emotional Intelligence & Conflict Resolution
Marketing Strategies
Social Media Management
Public Relations
Facilitation

Cross Functional Team Leadership
Contract Negotiation
Budget Management
Evaluation Report & Grant Writing
Strategic Partnership Development
Internal & External Communication
Event Planning
Cross Cultural Communication
Data Analysis

Career Highlights

- **Director of the Go Tango Program:** Oversaw a team of 4 Assistants and 3 volunteers, & multiple vendors ensuring all resources were accessible, manage schedules, and provide training and mentorship. Maintained high participant engagement and class quality, ensuring respectful treatment of incoming participants.
- **Designed & Delivered Course Work:** Developed and implemented 83 hours of coursework, including syllabus, dates, time frames, and rubrics, with a minimum goal of 50 participants, successfully recruiting 98 participants. Achieved outstanding results, with many attendees continuing to participate in post-grant programming the Twin Cities and rural areas of Minnesota during the spring 2024 quarter.
- **Collaborated** with teams to create and implement relevant and engaging social media and marketing plans resulting Increased organic engagement by 44% and website clicks by 107% on social media platforms Q1 FY 2024.
- **Created End-of-Program Report:** Compiled a comprehensive end-of-program report, including narratives, demographics, budgeting outcomes, an interactive demographic map, and impactful stories and quotes demonstrating the funding and marketing impact.
- **Hamline University:** Executed \$500,000 Grant for Minnesota Community Assembly to ensure adherence to budget, contracts, schedule, & marketing

Work Experience

Minnesota State Arts Board Education Grant | Go Tango Program | Minneapolis, MN

2/2023 – Present

Program Director

Responsibilities:

- **Project Management:** Oversee the end-to-end execution of marketing projects for grant-funded initiative the "Go Tango Program."
- **Stakeholder Management:** Collaborate with community members, and stakeholders to align marketing efforts with program objectives.
- **Budget Management:** Develop and manage project budgets, ensuring optimal resource allocation and cost-effective strategies.
- **Performance Measurement:** Establish key performance indicators (KPIs) to track marketing campaign success and make adjustments.
- **Team Leadership:** Mentor and guide a team of marketing vendors, assistants and volunteers to achieve project goals.
- **Collaborated with Design Team:** Facilitated weekly feedback and sharing sessions with local communications and marketing vendors, resolving conflicts and developing solutions for marketing outreach campaigns and advertising programming.

Accomplishments:

- **Successful Grant Implementation:** Successfully managed the "Go Tango Program," achieving a 20% boost in grant utilization efficiency and a 15% improvement in program outcomes.
- **Increased Engagement:** Developed innovative digital and grass roots marketing campaign strategies that increased leads by enhanced program impact by 25%.
- **Effective Budgeting:** Resulted in a 10% reduction in marketing expenses and a 20% increase in operational efficiency.
- **Positive Outcomes:** Contributed to a 20% rise in participant satisfaction and a 15% increase in program effectiveness.
- **Team Development:** Cultivated a positive and productive work environment that led to a 25% increase in team morale and a 20% improvement in program delivery efficiency.

Independent Logistics | Cultural Experiences | Minneapolis, MN

2/2022 – 2/2023

Operations Manager (Contract)

Responsibilities:

- **Content Strategy & Creation:** Develop and curate engaging content across social media platforms, adhering to copyright guidelines.
- **Course Development & Marketing:** Create, promote, and manage dance courses and training programs in multiple countries.
- **Public Relations & Business Development:** Build and maintain strong relationships with vendors and the public, while securing new business opportunities.

- **Event Management:** Plan and execute international events, including logistics, marketing, and financial management.
- **Team Leadership:** Lead and train cross-functional teams to optimize efficiency and collaboration. Collaborated with the team to create and implement relevant engaging programing and marketing materials
- **Process Improvement:** Implement best practices to streamline operations and reduce costs.

Accomplishments:

- **Content Success:** Increased organic engagement by 44% and website clicks by 107% on social media platforms.
- **Course Popularity:** Developed and marketed courses for an average of 700 clients annually.
- **Business Growth:** Secured new business opportunities and strengthened vendor relationships.
- **Operational Efficiency:** Improved team efficiency by 10% and reduced costs by 8%.
- **Customer Satisfaction:** Enhanced customer satisfaction by 15% and increased client retention.
- **Successful Events:** Successfully managed and executed international events for various organizations.

Phyllis Wheatley Community Center | Minneapolis, MN

1/2018 – 2/2022

Operations Manager

Responsibilities

- **Financial Management:** Optimized financial operations, managed billing processes, and oversaw audit preparation.
- **Organizational Efficiency:** Pioneered SOP manuals, adapted the Employee Handbook, & achieved NAEYC Accreditation in record time.
- **Project Management:** Spearheaded capitol renovations, budgeting, curated historical artifacts, and generated essential documents.

Accomplishments

- **Financial Results:** Reduced billing errors by 15%, increased on-time payments by 20%, decreased audit findings and penalties by 30%, and reduced renovation costs by 10%.
- **Organizational Improvement:** Improved process adherence by 25%, reduced training time by 40%, achieved 100% compliance with labor laws, and increased stakeholder satisfaction by 25%.
- **Operational Efficiency:** Increased productivity and efficiency in decision-making by 20%, completed renovations ahead of schedule, and preserved historical artifacts.
- **Communication and Collaboration:** Improved internal communication efficiency by 25% and increased stakeholder satisfaction by 15%.

Hamline University | Minneapolis, MN

12/2017 – 1/2018

Program Manager

Responsibilities

- **Developed & Managed** complex marketing projects with budget from \$500,000 grant.
- **Ensured** each assembly event projects adhered to strict timelines, budgets, and scopes.
- **Negotiated & coordinated** with vendors to ensure timely delivery of marketing materials, goods, and services.
- **Provided** strategic guidance and decision-making support to marketing teams.
- **Collaborated** as a Proxy for administrative tasks and acted as a point of contact in the absence of leadership.
- **Oversaw** all aspects of grant implementation, including budget allocation, reporting, and compliance.
- **Conducted** in-depth confidential data analysis of sensitive information to identify and attract qualified grant attendees.

Accomplishments

- **Exceeded project goals:** Delivered 4 assemblies, surpassing the initial projection of 2.
- **Improved efficiency:** Reduced project costs by 25% and shortened project timelines by 20%.
- **Enhanced community engagement:** Increased online engagement metrics by 40% and community membership by 20% within 6 months.
- **Improved vendor performance:** Enhanced vendor performance ratings by 50%.
- **Attracted qualified attendees:** Utilized data analysis to secure 120 qualified attendees for grant events.

Education

Graduate Training – Curriculum and Instruction in Art Education, Indiana University, Indiana

B.A. Interdisciplinary, Fine Art – Music – Columbia College Chicago, Chicago, Illinois

Art Ed. Certification, (Initial Practitioner in Visual Arts) – Indiana University, Bloomington

Technical Skills

Microsoft Office Suite | Google Suite | Slack | Basecamp | WordPress & Squarespace | Windows & iOS | Photoshop | social media (Facebook, Instagram, Twitter, YouTube) | Audio & Video Editing | Azure | Figma | Graphic Design | Davinci Resolve