

J. Aaron Anderson, MBA

IT Project Manager • Digital Transformation Architect • Marketing Strategy Leader

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PROFESSIONAL SUMMARY

Experienced IT Project Manager with 20+ years leading DTX and marketing strategies in fintech, higher ed, and healthcare. Driven by MBA, Lean Six Sigma Black Belt and PMP certification, with strengths in agile CI/CD, AI strategies, and BPI automation. Proven ROI record of performance, efficiency and engagement.

AREAS OF EXPERTISE

PROFESSIONAL Strategic Planning | Process Improvement | Creative Marketing | Data Analytics
Change Management | Cloud Architecture | Cybersecurity | Complex Problem Solving

TECHNICAL AWS | VMware | SharePoint | WordPress | Drupal | M365 | Azure | LDAP
Asana | Wrike | Atlassian | MiniTab | Tableau | Coremetrics | BigQuery | Kaggle
Adobe Creative Suite | Figma | Microsoft Power Platform | ServiceNow | BPM-D
PHP | JAVA | HTML/CSS | JavaScript | Python | JSON | SQL | C# | R | Rust | BASH/CLI

PROFESSIONAL EXPERIENCE

Innovation Engineer, CAHME | Spring House, PA Jan 2016 – Present | Remote
Launched website and designed Tidio chatbot conversion funnels, built data pipelines and ETL dashboards, design UX and AI workflows. Developed real-time data reports, assessed vendors and maximize ITIL practices.

- Boosted non-bot web traffic by **41%** and **doubled** average session time per visitor in 2024.
- Decreased lead response time by **13%** and increased qualified inquiry volume by **9%**.

Recognized by AUPHA in 2025 for data reports linking accreditation to graduate salary outcomes.

Programmer / Administrator, Widener University | Chester, PA Jan 2008 – Feb 2025 | Hybrid
Designed and deployed custom BPI automations, SharePoint strategy and visual communication graphics.

- Delivered **six-figure annual cost savings** and increased its operational efficiencies by an estimated **28%**.
Developed HelpDeskCX QuickTicket API integrating portal data with REST architecture and Power Platform.
- Cut average issue resolution lifecycle **reduced by 9 minutes**, achieving estimated **\$54K/year in savings**.
Developed secure, encrypted Java/Spring-based Password Self-Service Platform integrating Slate CRM APIs and custom PaaS mobile gateway for automated identity resets; engineered to OWASP/NIST principles/guidelines.
- Reduced helpdesk calls significantly, driving over **\$1.8M** in reported savings.

Social Media Contributor to Widener's 2019 #MyTopCollege Forbes' national **award**.

Graphic Design & Multimedia experience spanning 2007 – 1994 available upon request: JAaronAnderson.com

EDUCATION

Master of Business Administration (MBA) Organizational Leadership, Widener University, 2025

Bachelor of Liberal Studies (BLS), Widener University, 2016

Associate of Applied Science in Design (AA), Art Institute of Cincinnati, 1996

CERTIFICATIONS

Microsoft Visual Studio Certification, New Jersey Career Center, 2007

LEI Paralegal Certification, Delaware School of Law, 2017

PMP Certification (Aha!), LinkedIn Learning, 2024 certifications

AI Agentics Certification, LinkedIn Learning, 2025