



COREY COLLINS, M.

Manager, Digital Strategy & Operations

 Zeeland, MI

 coreycollinsm.com

MANAGEMENT SKILLSET

Program & Project Lifecycle Ownership (Agile, Waterfall, Hybrid)

Cross-Functional Leadership & Stakeholder Alignment

Operational Strategy & Scalable Process Architecture

Business Transformation & Digital Enablement Strategy

Roadmap Development, OKRs, and KPI Definition

SaaS Ecosystem Design & Integration (CRM, OMS, Automation Tools)

Strategic Risk Management & Change Leadership

Team Development, Mentorship & Performance Coaching

Client Partnership, Communication & Business Enablement

Governance Frameworks & Delivery Standards

Enterprise PM Tooling (Confluence, Asana, Smartsheet, SharePoint, Monday, ClickUp)

SUMMARY

Manager of Digital Strategy & Operations with a proven record of **driving enterprise-scale transformation**, building scalable systems, leading cross-functional teams, and turning complex initiatives into clear, measurable outcomes. I design and implement end-to-end digital ecosystems — from SaaS integrations and workflow automation to custom MERN-based solutions — that align technology with business strategy. Having led national rollouts, established PM practices from the ground up, and advised business owners as a trusted partner, I specialize in delivering solutions that empower organizations with long-term control, transparency, and growth.

Over the course of my career, I've directed programs supporting **30,000+ enterprise deployments**, **saved clients over 10,000 annual labor hours**, and launched digital platforms that scaled new revenue streams.

WORK EXPERIENCE

Program Manager, Digital Strategy & Media Operations

Coba Digital LLC, Grand Rapids, MI | Aug 2023 - Present

Founded and scaled a digital strategy and consulting firm, leading enterprise and SMB clients through full-scale digital transformation — from systems architecture and SaaS ecosystem design to process automation and go-to-market enablement.

Defined and executed multi-channel digital strategies, integrating CRM, OMS, and workflow platforms into cohesive operational frameworks that increased visibility, accelerated delivery, and improved cross-department collaboration.

Designed and implemented custom solutions leveraging the MERN stack (MongoDB, Express, React, Node), bridging business objectives with technical execution and enabling scalable, future-ready infrastructure.

Drove measurable business outcomes — including saving clients over 10,000 annual labor hours — by re-engineering workflows and embedding automation into telecom operations and B2B service delivery.

Served as a strategic advisor to business owners and executive teams, providing roadmap planning, KPI design, and governance models that empowered clients to independently manage and evolve their digital ecosystems.

Directed the launch and operational scaling of Meijer Media, overseeing strategic alignment across Marketing, Product, Engineering, and Compliance, and delivering branded collateral, sales tooling, and delivery frameworks from the ground up.



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Professional Development & Technical Competencies

Nokia L0 Overview

Nokia L1 Crew Lead

T-Mobile GC Academy

MERN Stack Development (MongoDB, Express, React, Node)

Advanced JavaScript & React (16 & 18)

Responsive Front-End Architecture (HTML & CSS)

Java Fundamentals

Selected Brand Enterprise Partnerships



Meijer | Meijer Media | T-Mobile | Nokia | Walmart | STRATACACHE | Restaurant Brands International | Tim Hortons | Burger King | Subway | Optomi | Heights Tower Service | Chrouch Communications | Spitz Electric | JT Wireless Consulting

Senior Manager, Marketing & Digital Operations

Meijer Inc., Walker, MI | June 2023 - Present

Directed the cross-functional launch and rapid scaling of Meijer Media, leading operational strategy, CRM/OMS ecosystem design, and the deployment of enterprise workflow tooling to support new revenue streams.

Defined and implemented delivery frameworks, governance structures, and KPI models that aligned Marketing, Product, Engineering, and Compliance teams on priorities, accelerating delivery timelines and improving visibility across initiatives.

Partnered with senior leadership to translate business objectives into actionable roadmaps, bridging strategy and execution across Agile and Waterfall delivery models in a complex, high-stakes environment.

Developed core branded collateral, sales enablement tools, and B2B positioning assets, clarifying go-to-market strategy and supporting long-term growth of the new media division.

Served as the operational lead through multiple program phases — from initial vision and stakeholder alignment to full-scale rollout — ensuring delivery consistency, cross-team accountability, and measurable impact.

Manager, Field Operations & Infrastructure Strategy

Coba Communications, Dayton OH | June 2022 - Aug 2023

Directed large-scale telecom integration and infrastructure deployment programs across Midwest markets, partnering with major enterprise clients including T-Mobile and Nokia to deliver mission-critical network rollouts.

Owned end-to-end operational execution — from strategic planning and scheduling to cross-functional coordination — serving as the primary liaison between engineering teams, client stakeholders, and regional general contractors.

Designed and implemented standardized documentation, process frameworks, and field workflows that increased technician efficiency and recaptured thousands of labor hours annually.

Elevated delivery quality and accountability by training and enabling General Contractors on performance measurement, reporting standards, and best practices, strengthening deployment consistency across all markets.

Provided strategic guidance on deployment methodologies, risk mitigation, and operational scalability, enabling clients to accelerate infrastructure timelines and reduce project overhead.



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Manager, Digital Strategy & Operations

Consultant, Digital Strategy & Transformation

Sole Proprietor, Ohio & Michigan | July 2021 - Sep 2022

Partnered with SMB clients to assess operational inefficiencies and design tailored digital transformation strategies, including SaaS integrations, workflow automation, and CRM/OMS implementation.

Delivered solutions that improved visibility, reduced manual workload, and scaled operations, while advising leadership on long-term governance and growth strategies.

Project Management Lead - Enterprise

STRATACACHE, Dayton OH | Jan 2018 - Jul 2021

Established and scaled the enterprise project management function for Walmart's national digital signage program from inception, designing processes, governance frameworks, and delivery standards that enabled rapid nationwide deployment.

Promoted to Team Lead within one year for outstanding performance and leadership, managing a team of project managers and delivery specialists executing large-scale rollouts across North America for clients including Walmart and Restaurant Brands International (RBI).

Directed the end-to-end execution of more than 30,000 digital infrastructure installations, overseeing service partners, coordinating cross-functional delivery, and ensuring operational consistency at scale across thousands of retail locations.

Partnered with internal legal and business development teams to support solution scoping, contract structure, and service-level agreements (SLAs), enabling expansion of managed service offerings and long-term client partnerships.

Acted as the primary strategic liaison between software engineering, field services, product, and client leadership teams, aligning complex technical requirements with business outcomes in a high-stakes, distributed environment.

Championed the adoption of Smartsheet and SharePoint for enterprise-wide visibility into project health, risk tracking, and stakeholder alignment, enabling proactive decision-making and reducing deployment delays.

Additional EXPERIENCE

Program Mgmt Consultant 3 Years

Account Manager 1 Year

Telecom Integrator 3 Year

Advertising Technician 1 Year

[Visit CoreyCollinsM.com for more details](http://CoreyCollinsM.com)