Lynne Maple

Digital Project Manager | Operations & Team Leadership

Claremont, Cape Town
+27 72 560 2764
lynneleemaple@gmail.com
linkedin.com/in/lynne-maple

10+ yrs	20	3,000+	1,000+
digital delivery	person team built & led	websites migrated	websites built personally

SUMMARY

Digital Project Manager and operations leader with 10+ years in digital delivery, spanning websites, CRM platforms and digital marketing projects for SMBs and national government clients. Combines structured Agile and Waterfall project delivery with hands-on general management: running a fulfilment department, building and leading a 20-person cross-functional team, owning budgets and freelancer spend, and introducing the workflows, QA and reporting that keep delivery on track.

KEY ACHIEVEMENTS

TEAM & BACKLOG

Built and scaled a 20-person fulfilment team, clearing a 3-year delivery backlog within 12 months.

MIGRATION

Led the manual migration of 3,000+ websites across phased delivery cycles, increasing SMB client revenue by 30%.

PROCESS

Introduced structured workflows, QA processes and reporting frameworks, improving delivery timelines and quality.

PRODUCT

Contributed to the go-to-market launch of a CRM and web-builder platform with Camilyo and Yellow Pages, adding real-time client dashboards.

Contributed to digital marketing proposals and go-to-market strategies for national initiatives, including the Telkom Foundation, Department of Basic Education and GCIS.

CORE SKILLS

Project Management: Agile, Scrum, Waterfall, Roadmapping, Project Scopes, Timelines & Resource Plans, Risk & Dependency Management, QA

General Management: Team Leadership (up to 20 people), Operations Management, Budgeting & Cost Control, Resource Planning, Process & Workflow Improvement, Performance Reporting

Stakeholder Management: Client Communication, Cross-Functional Collaboration, Vendor & Freelancer Management, Sales & Go-to-Market Support

Digital Delivery: Website Design, Website Builds & Migrations, UX/UI, SEO, Google Ads (PPC / Paid Media), Brand-to-Digital Execution

Tools: Jira, Asana, ClickUp, Trello, Slack, Teams, WordPress & Elementor (hands-on), Miro, Figma (basic), Claude & ChatGPT (research, documentation, agents, web application tools, custom plugins, websites and skills)

EXPERIENCE

Digital Project Manager & Marketing Strategist

Oct 2022 – Present

Telkom

- Manage website projects end-to-end and maintain a portfolio of client websites, while supporting sales reps with client go-to-market strategies.
- Personally created 1,000+ websites from concept to launch, handling UX structure, design, build, SEO and optimisation.
- Supported Google Ads and digital marketing strategies for SMB and national government campaigns, contributing to campaign performance improvements.
- Translated business and brand requirements for GCIS into digital solutions aligned with user needs and performance goals.
- Contributed to go-to-market strategies, digital product planning, user stories, proposals and engagement strategies for the sales team.
- Trained clients on website platforms, reducing support dependency by 30%.

Digital Project Manager & Operations Manager

Jun 2018 – Oct 2022

Connecto Labs (a subsidiary of Yellow Pages)

- Managed the fulfilment department delivering digital services to Yellow Pages SMB clients, accountable for team performance, delivery quality and operational costs.
- Built and led a 20-person cross-functional team of designers, developers, copywriters and SEO specialists, setting priorities and allocating work.
- Managed end-to-end delivery using Agile sprints and Waterfall, keeping concurrent projects on time, within scope and on budget.
- Led the migration of 3,000+ websites across structured multi-phase delivery cycles.
- Managed bespoke website builds from research, strategy, user journeys and wireframing through design, development, QA and launch.
- Owned budgeting, financial planning and resource allocation, including expenses, payment approvals and freelancer compensation.
- Implemented structured workflows, QA processes and reporting frameworks that improved delivery timelines and quality.
- Supported delivery of a CRM and web-builder platform with vendor Camilyo: user research, scope, stakeholder alignment and go-to-market.

Digital Admin & Support (Contract)

Sep 2016 – Jun 2018

Connecto Labs (a subsidiary of Yellow Pages)

- Captured and maintained accurate client data within the Yellow Pages application.
- Conducted market research and category mapping to support product development.
- Supported user interviews and mobile device testing, and coordinated admin for the development team.

EDUCATION & CERTIFICATIONS

Project Management Certificate – UCT GetSmarter, July 2021
Certified ScrumMaster (CSM), July 2022
Tourism & Marketing – Damelin College
Matric

PROFESSIONAL DEVELOPMENT

Digital Marketing & Strategy – Udemy
SEO – Udemy
UX/UI – Udemy
AI Courses – Anthropic Academy & OpenAI Academy

References available on request