

SHERYL HUGILL-POTTS

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SUMMARY

Creative and organized professional with over a decade of experience leading Agile program delivery in global tech organizations and managing digital content and brand communication. Combines strong project management and stakeholder engagement skills with hands-on experience in brand development, social media management, and multimedia storytelling. Holds an MBA in Marketing and a passion for connecting people through authentic, engaging communication across digital and visual platforms.

CORE SKILLS

- **Marketing & Content** - Brand identity, social media management, blogging, YouTube, podcasting, copywriting, graphic design (Canva, Adobe tools)
- **Project & Program Management** - Agile leadership, collaboration, cross-functional coordination, stakeholder engagement, continuous improvement
- **Digital Tools & Media** - Final Cut Pro, WordPress, website management, SEO, video editing, analytics, email communication
- **Technical Knowledge** - HTML/CSS, SDLC, Jira, Confluence, Microsoft Office, Notion
- **Soft Skills** - Clear communicator, relationship builder, adaptable, creative problem-solver

CERTIFICATIONS

- Professional Scrum Master™ I (PSM I)
- SAFe® 5 Scrum Master
- DevOps Foundation Certification

PROFESSIONAL EXPERIENCE

Content Creator & Brand Manager

girl vs planet / Jedi Fangirl

May 2012 – Present

- Designed brand logos, graphics, and promotional materials using Canva and Adobe tools.
- Managed girl vs planet YouTube channel, blog, and social media with travel and tech content.
- Produced videos, graphics, and copy for posts, thumbnails, and brand marketing using Final Cut Pro and Canva.
- Created and maintained websites for girlvsplanet.com and jedifangirl.com.
- Hosted and produced girl vs life (current) and Jedi Fangirl (previous) podcasts.
- Conducted website design projects using HTML/CSS and WordPress.
- Photographed concerts and events including Life in Color, Electric Zoo, and Arizona Strong Beer Festival.
- Edited event videos for the Golden State Chapter of the CMAA.

Program Manager

Oracle

Jan 2022 – Sep 2025

- Founded and led the Agile/DevOps Guild, connecting 15+ teams to share practices and improve consistency.
- Partnered with leadership to enhance communication, reporting, and delivery visibility.
- Streamlined workflows and automated reporting to improve team efficiency and transparency.

Scrum Master

Wells Fargo

Mar 2016 – Jan 2022

- Facilitated team meetings and retrospectives to improve collaboration.
- Helped transition teams from Waterfall to Agile, improving delivery cadence and communication.

Programmer Analyst

Wells Fargo

May 2013 – Mar 2016

- Collaborated with cross-functional teams to deliver reliable, user-focused solutions.
- Contributed to early Agile adoption efforts, integrating feedback loops into software delivery.

Software Engineer

Equifax Inc.

Nov 2008 – Apr 2013

- Partnered with stakeholders to translate requirements into practical technical solutions.
- Participated in early Agile adoption, facilitating team collaboration and iterative delivery.

EDUCATION

Master of Business Administration (MBA)

Marketing

Aug 2009 – May 2012

Indiana University

Bachelor of Science (BS)

Computer Science

Aug 2001 – Dec 2005

Purdue University

LEADERSHIP

- Member of Development & Marketing Committee at Outreach, Inc. (2011 – 2012)
- Blogger, Indiana University Kelley School of Business (2009 – 2012)
- Vice President, Association for Computing Machinery (ACM), Indiana University-Purdue University at Indianapolis Chapter (2005)