



AMANDA ROVEY

PRODUCT DIRECTOR

EXPERIENCE

EXECUTIVE ASSISTANT

The well **09.2024 - current**

- Organizational Process Improvement: Developed and implemented efficient workflows to enhance productivity across the organization.
- Analytics and Metrics Management: Managed scorecard metrics and performance analytics to drive data-driven decisions.
- Calendar and Schedule Management: Coordinated executive calendar, scheduled appointments, and managed travel logistics.
- Document Preparation and Review: Prepared, reviewed, and distributed reports, presentations, and executive documents.
- Event Planning and Execution: Coordinated and executed company events.
- Website Maintenance and Content Management: Updated and maintained the company website, managing text and multimedia content.
- Technical Support and Troubleshooting: Provided technical support and resolved website issues promptly.
- SEO and Analytics: Improved website SEO and monitored traffic and user engagement.
- Consultancy to Director of Development: Serve as a web development consultant, providing strategic insights and technical expertise.

DIRECTOR OF PRODUCTS AND OPERATIONS


Balanced Agility **02.2020 - current**

- Strategic Leadership: Develop and communicate the product vision, ensuring alignment with company goals and operational strategies.
- Stakeholder Engagement: Collaborate with stakeholders to unify product development efforts and address diverse needs, ensuring seamless operational integration.
- Team Leadership: Lead a team of professionals, fostering a culture of collaboration, continuous improvement, and operational excellence.
- Agile Facilitation: Guide teams through agile development cycles, emphasizing adaptability and innovation, and facilitating Agile ceremonies.
- Operational Management: Oversee accounting, event planning, and business management activities to support product and operational goals.
- LMS Management and Marketing: Oversee the Learning Management System, aligning it with strategic and operational objectives. Drive marketing strategies and social media campaigns to promote the product and brand, integrating with overall business operations.
- Product Lifecycle: Navigate the product through its entire lifecycle, from inception to retirement, ensuring operational efficiency at each stage.
- Performance Metrics: Establish and monitor key performance indicators (KPIs) to measure product and operational success and inform strategic decisions.
- Mentorship and Development: Invest in the professional growth of team members through mentorship and opportunities for skill advancement, fostering a high-performing operational team.

ACCOUNTS RECEIVABLE ANALYST

Swift Transportation **08.2017 - 11.2019**

- Independent management of a large portfolio of 30+ accounts
- Assist with inquiries regarding invoicing, billing and scheduling
- Review and maintain company contracts and monitor excel reports

 218-461-2026

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EDUCATION

BACHELOR OF SCIENCE IN WEB DEVELOPMENT

Bellevue University
03.2025

SKILLS

- Strategic Vision and Leadership
- Stakeholder Management
- Team Building and Leadership
- Agile Methodologies
- Learning Management Systems
- Marketing and Accounting
- Product Lifecycle Management
- Cross-Functional Collaboration
- Customer-Centric Product Design
- Performance Analysis
- Conflict Resolution
- Emotional Intelligence

PROGRAMS & TOOLS

- VSC
- Github
- HTML/CSS
- Node.js
- JavaScript
- Thinkific
- Miro
- Hootsuite
- Salesforce
- Microsoft suite
- Quickbooks
- Session Lab
- Wordpress
- Jira

CERTIFICATIONS

ICAgile Certified Professional:

- Foundations of AI
- Agile Team Facilitation
- Agile Coaching
- Agile Product Ownership

