

Jessica Claire

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SUMMARY

Operations and marketing professional with nearly 25 years of experience in the telecom and media industry. Change management has been key as we built a Fortune 50 company through various major acquisitions. Progressive experience and continued advancement at a rapidly growing company, spanning responsibilities across cable product management and operations, and marketing and sales. Driven by challenges and focused on excellent results.

SKILLS

- Product Management
- Operations & Deployment
- Business growth and strategy
- Process Optimization/Improvements
- Portfolio Management
- Program Deployment
- Budget oversight
- Business trends and analysis
- Lifecycle Management

EXPERIENCE

VICE PRESIDENT, PRODUCT MANAGEMENT 11/2020 to CURRENT

Assurant | Brick, NJ

- Responsible for all aspects of Xfinity Voice product, canvassing strategic development and operational support
- Drive development of near and long-term strategic planning, in support of maintaining the business, evolving the customer value proposition, pursuing new growth strategies and converged home concepts, and identifying opportunities to improve customer experience and take cost out of the business
- Lead go to market approach and deployment of critical roadmap initiatives including new feature launches to feature sunsets
- Manage day-to-day operational support
- Partner closely with legal and regulatory partners to ensure alignment to key requirements

VICE PRESIDENT, OPERATIONAL READINESS 03/2020 to 11/2020

Comcast Cable HQ, Xfinity | City, STATE

- Responsible for preparing product strategy initiatives for delivery for the internet, mobile, voice and home products; working across critical work streams to operationalize key initiatives, and drive alignment (inclusive of Care, Tech, Marketing, Sales Channels, Finance, Legal, PR and Divisions)
- Held product management responsibility of the Voice product, encompassing development of near and long-term planning, operations support, customer experience and legal/ regulatory requirements
- Managed various operational responsibilities in effort to maintain the business, drive product or process improvements, reduce costs and improve customer experience
- Partnered with learning and frontline communication teams in development of supporting frontline content and training materials
- Self-identified opportunities to improve handoffs across teams

EXECUTIVE DIRECTOR, PRODUCT MANAGEMENT 06/2014 to 03/2017

Comcast Cable HQ, Xfinity | City, STATE

- Shared product management responsibility of the Xfinity internet portfolio, focusing on speed and device strategy, execution, and operational support
- Held key roles in the development and execution of near and long-term Internet strategies, inclusive of financial modeling that provided key strategic inputs for cross-functional partners
- Led national Internet speed increases, driving coordination across critical teams to ensure seamless execution
- Developed analytical and financial assessments to explore strategic options and solutions for areas of improvement
- Drove cross functional collaboration to ensure delivery on goals, while cultivating cohesive relationships
- Managed Internet equipment swap programs, requiring capital spend alignment and budget oversight, while managing customer experience and impact
- Led product operations, roadmap development and delivery for Xfinity Voice product, while meeting mandatory legal and regulatory requirements
- Hired, trained, evaluated, and retained high-performing teams
- Cultivated and maintained positive working relationships with employees, executives, and key cross-functional partners across the organization

SENIOR DIRECTOR, WIRELESS DEPLOYMENT & INTEGRATION 07/2012 to 06/2014

Comcast Cable HQ, Xfinity | City, STATE

- Supported product deployment and operations for the launch of Comcast partnership with Verizon Wireless
- Partnered with development and IT teams to understand and manage system operations architecture
- Managed strategic projects including launch of sales channel POS system
- Established process and procedures for assigned wireless initiatives
- Managed a dynamic team of people leading project deployments

VARIOUS ADVANCING REGIONAL ROLES 10/1996 to 07/2012

Comcast East Division, Xfinity | City, STATE

- Ran marketing & sales for a mid-sized competitive market, with P&L accountability
- Responsible for subscriber budgets and forecasts across video, voice, and internet products
- Launched strategic competitive programs that drove subscriber retention
- Led analytical team responsible for segment, profile, and trend analysis
- Led customer impacting video analog to digital channel migration program, requiring coordination across leadership and functional teams, and management of capital budgets
- Held various marketing, sales and product management roles in support of business priorities

EDUCATION AND COMMUNITY INVOLVEMENT

Bachelor of Arts | Telecommunications 05/1996

Penn State University, University Park, PA

Comcast Care's Day Volunteer | Participated in various local community projects
Annually
ACLAMO Family Center Non-Profit | Led event on internet safety and education of Internet Essentials program
2015