

## Roy Cleasto Schmidt

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### Experience

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| Jan 2016 –<br>present  | <b>Picaboo</b> Hanover, NH<br><i>Product Manager / Digital Marketing Manager</i> <ul style="list-style-type: none"><li>• Manage development team priorities, collecting customer insights and defining new features and products.</li><li>• Manage all coupon and voucher promotions for custom photo products company, including site merchandising and email campaign execution and optimization.</li><li>• Extend partner and affiliate channels to drive user acquisition growth.</li></ul>  |
| Jul 2015 –<br>Nov 2015 | <b>Bluecore</b> New York City, NY<br><i>Client Success Manager (remote)</i> <ul style="list-style-type: none"><li>• Managed initial launch and ongoing optimization projects for triggered email programs.</li><li>• Managed over 25 partner accounts, including Under Armour, Tommy Hilfiger, Jockey, Brooks Brothers and Payless Shoesource.</li></ul>   |
| Feb 2014 –<br>Jun 2015 | <b>The Iron Yard</b> Greenville, SC<br><i>Campus Director</i> <ul style="list-style-type: none"><li>• Managed enrollment and job placement for 5 cohorts of an intensive web development program in the flagship Greenville, SC campus.</li><li>• Defined and implemented global processes for campus enrollment across 20 locations, including tracking and reporting, records management and state licensing.</li></ul>  |
| Jun 2010 –<br>Jul 2013 | <b>BigDoor Media, Inc.</b> Seattle, WA<br><i>Director of Product Management</i> <ul style="list-style-type: none"><li>• Defined product strategy and feature prioritization, managing weekly development sprints as the product owner for both backend and frontend teams.</li><li>• Supported sales team with implementation materials and customization options, serving as technical sales resource as needed to win deals.</li><li>• Personally developed internal tools for account managers to improve productivity for both the business and development teams.</li></ul> |
| Nov 2009 –<br>Jun 2010 | <b>Microsoft Corporation</b> Redmond, WA<br><i>Senior Business Planning Manager, Bing &amp; MSN</i> <ul style="list-style-type: none"><li>• Defined and implemented campaign tracking strategies to evaluate online marketing performance for off-network and on-network campaigns.</li><li>• Managed prioritization and requirements for analytics projects, working with engineering team to deliver tools and capabilities to marketers in quarterly releases.</li></ul>  |
| Dec 2007 –<br>Aug 2009 | <b>Pinball Corporation</b> (formerly Zango, Inc.) Bellevue, WA<br><i>Group Marketing Manager</i> <ul style="list-style-type: none"><li>• Developed lifecycle marketing guidelines and processes. Managed the engagement marketing team to drive retention programs, resulting in lift of 20% in lifetimes for users, including the launch of an innovative rewards program for casual games users.</li></ul>   |

Jun 2005 – Dec 2007	<b>Microsoft Corporation</b> Redmond, WA <i>Senior Marketing Manager, Live Search</i> <ul style="list-style-type: none"> <li>Led online creative development for Live Search, collaborating with corporate marketing and multiple agencies. Managed over \$60M in online media buys to drive Live Search traffic acquisition, beating all campaign CTR, CPC and Click volume goals.</li> <li>Initiated multiple test projects that resulted in 2X improvements in creative CTR and media buy efficiency, and improved user engagement via landing page optimizations.</li> </ul> <i>Marketing Manager, Online Services Marketing Group</i> <ul style="list-style-type: none"> <li>Led online creative development and media planning for Search and MSN business units.</li> <li>Led Windows Live Local beta promotion in FY06H2, beating internal inventory CTR averages by over 3X; managed a \$4M media buy that surpassed click goal by 2X.</li> <li>Managed \$3M media plan for MSN Search in FY06H2 beating click goal by almost 2X.</li> </ul>
Aug 2002 – May 2005	<b>Allyis</b> Bellevue, WA <i>Project Manager</i> <ul style="list-style-type: none"> <li>Provided project management and technical consulting for Microsoft clients, including improvements to campaign tracking and reporting, marketing launch coordination, campaign scheduling, online promotions, and team scorecards.</li> </ul>
Jun 2000 - May 2002	<b>ESPN / Walt Disney Internet Group</b> Seattle, WA <i>Technical Producer</i> <ul style="list-style-type: none"> <li>Managed technical solutions for custom advertiser programs on ESPN.com, including front-end production of campaign sites, campaign delivery and ongoing maintenance.</li> </ul>
<b>Skills</b>	<p><i>Product and Marketing:</i> Product Strategy and planning, agile product development, customer life cycle analysis, audience behavior and segmentation. Creative development and campaign optimization. SEM, email, display &amp; social campaign management. Branding, positioning and messaging. Loyalty program management. Strong communication and quantitative analysis skills.</p> <p><i>Technical/Tools:</i> Office. HTML, CSS, JavaScript, PHP. GitHub, Jira, Confluence, Trello, Teamwork, Basecamp, Salesforce, Nutshell. Wide variety of CMS, ESP tools. Web analytics implementation and reporting. A/B and MVT test design and implementation.</p> <p><i>Project management:</i> Agile and waterfall development process management. Business requirements and technical specifications documentation, budget and schedule planning and monitoring, risk identification and change management.</p>
<b>Education</b>	<p><b>The University of Oklahoma</b> Michael F. Price College of Business Norman, OK  MBA May 2000</p> <p><b>The University of Kansas</b> Lawrence, KS  BS Journalism May 1994</p>
<b>Other Experience</b>	<p><b>Interactive Information Solutions, Inc.</b> Dallas, TX <i>Systems Admin</i>, Apr 97 – Jan 99</p> <p><b>Shiwa Board of Education</b> Japan <i>Assistant Supervisor of English Education</i>, Apr 95 – Apr 97</p>