

# Sydney Pittman

## PRODUCT MANAGER

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### PROFESSIONAL SUMMARY

Results-driven Product Manager with expertise in Agile, product design, and mentorship. Focused on innovative, customer-centric solutions, team growth, and data-driven strategies to boost engagement and performance. Thrives in fast-paced, trend-driven environments.

### AREAS OF EXPERTISE

**PROFESSIONAL SKILLS** Roadmap Development | Cross-Functional Team Management | Stakeholder Alignment | Product Design | Agile Methodologies | Mentorship

**TECHNICAL SKILLS** Azure DevOps | Jira | Confluence | Zapier | Scrum | Figma | Generative AI | Usability Testing

### CERTIFICATIONS

**A-CSPO: Advanced Certified Scrum Product Owner**, Scrum Alliance | 2023

**CSPO: Certified Scrum Product Owner**, Scrum Alliance | 2022

**Google Analytics Certification**, Google | 2022

**Foundations of User Experience (UX) Design**, Coursera | 2023

### PROFESSIONAL EXPERIENCE

**PRODUCT OWNER**, Aura Innovative Technology | Remote, USA

June 2023 - Present

*Aura Innovative Technologies specializes in member portals for not-for-profits. This role involves managing product development, optimizing processes, and delivering innovative, client-focused solutions.*

- Directed a global team of 7 developers across Eastern Europe and North America, streamlining collaboration and improving turnaround times.
- Created over 40 Figma mockups, guide feature implementation, enhancing overall application usability.
- Established a Scrum process by introducing scrum ceremonies, increasing sprint completion rates.
- Developed a release notes process, reducing deployment inquiries and aligning stakeholders with clear documentation.
- Mentored a 2024 intern, achieving 100% task completion and a 30% improvement in documentation clarity or team use.

**TECHNICAL ASSOCIATE PRODUCT MANAGER**, Corevist | Remote, USA

January 2022 - June 2023

*Corevist is a B2B e-commerce platform integrating seamlessly with SAP. The role involved driving product initiatives, cross-functional collaboration, and delivering customer-focused solutions.*

- Orchestrated Scrum ceremonies for an 11-person engineering team, streamlining workflows and enhancing efficiency.
- Led the implementation of BuyBot, an automated purchase order system, reducing CSR workload by 50%.
- Revamped the Retrospective process, boosting team engagement and improving feedback quality.
- Collaborated with UX consultants to validate mockups, ensuring customer-focused solutions.

**ENABLEMENT & OUTREACH LEAD**, Red Hat | Raleigh, NC

December 2020 - December 2021

*At Red Hat, a leader in open-source solutions, collaborated with marketing and sales to demonstrate product capabilities while leveraging Agile methodologies to plan sprints, lead scrum ceremonies, and integrate feedback seamlessly.*

- Led agile sprints and scrum ceremonies, ensuring smooth collaboration and feedback integration.
- Worked with marketing and sales to demonstrate product capabilities and address inquiries.

- Conducted market research, launching a CRM integration that boosted user engagement by 25% via Adobe Analytics.

**DATA ANALYST INTERN**, Red Hat | Raleigh, NC

December 2020 - December 2021

- Oversaw the product backlog by developing and prioritizing tickets alongside the Product Owner, streamlining workflows and project alignment.
- Led office hours to showcase the product to marketing and sales teams, clarifying capabilities and driving internal adoption.

**MARKETING AND BUSINESS MANAGEMENT INTERN**, 4brand | Raleigh, NC

June 2019 - August 2019

*4brand specializes in comprehensive Amazon account management, streamlining the selling experience and driving sales growth for businesses.*

- Created advertisements across platforms including Facebook, Amazon, Google, and Instagram, expanding campaign reach and audience engagement.
- Collaborated on a rapid test-marketing project with Skinny Koozie, enhancing skills in copywriting and marketing techniques.
- Managed budgets for multiple advertising campaigns, with a top-performing project achieving 200% ROI.

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## EDUCATION

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**B.S. in Business Administration with a Finance Concentration**, North Carolina State University, *Raleigh, NC*