

PROFESSIONAL HISTORY:

PRODUCT MANAGER, OPTIMIZATION AND GROWTH

Full Beaker
May 2020 - Current

- Responsible for the fast-growing nurse education vertical.
- Managed the strategic roadmap and optimization of digital properties on Nurse.org.
- Maximized revenue from nursing partners by managing partner placements and strategy.

DIGITAL PRODUCT MANAGER

Eddie Bauer

August 2015 - August 2019

- Worked closely with IT prioritization. Participated in complete full-stack redesign of EB ecommerce site(React implementation, order management system, and Enterprise Retail Pricing System).
- Optimized digital experience by executing A/B and multivariate testing including defining test schedule and building tests in SiteSpect server-side platform.
- Ensured success of business systems between 4 departments.

CONSULTANT

Simplicity Consulting

July 2014 - August 2015

- Built an agreement database using Visual Basic to create a UI over Microsoft Advertising and Online divisions data warehouse. Allowed tracking for performance for 10k financial agreements.
- Co-Maintained success of standardized Long-Term Agreement program with revenue growth of 2.9% in turbulent division that saw 11.2% declines in revenue.

EDUCATIONAL HISTORY:

FLATIRON SCHOOL

August 2019 to February 2020

- Software Engineering Immersion

UNIVERSITY OF PUGET SOUND

August 2009 to May 2013

- Bachelor of Science in Economics
- Bachelor of Arts in History

CHARLES UNIVERSITY IN PRAGUE

September 2011 to May 2012

- Contemporary European Economics Terms

PERSONAL TECHNICAL PROJECTS:

PRODUCT PREVIEW

Github - <https://github.com/andyreadpnw/product-preview>

Demo - <https://andyreadpnw.github.io/product-preview-proofing/#/>

- An E-Commerce solution to coordinate product launches between multiple teams and stakeholders.
- Using React.js, the product catalog uploads upcoming product seamlessly and displays product data.
- Full Auth implemented with multiple user groups and functions.

REDDIT ANALYZER

Github - <https://github.com/andyreadpnw/redditanalyze>

Demo - <https://andyreadpnw.github.io/redditanalyze>

- Analyze a complete Reddit Users comment history.
- Uses repeating async fetch request to simulate scrolling through a users history.
- Vanilla JavaScript front-end scrapes and analyzes all data to produce interesting user statistics.

ANDY READ

Digital/Technical Product Manager

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CAREER SUMMARY:

Highly capable product manager with experience implementing a large variety of technical and digital projects. Technical knowledge in web development and A/B testing in addition to 4 years of product management and business operations experience.

REFERENCES:

Steve Nicholas

Director of Ecommerce, Eddie Bauer

steve.nicholas@eddiebauer.com

614-353-3212

Alphonse Giltus

Lead Developer, Pokemon (formerly at Eddie Bauer)

818-641-6555

AREAS OF EXPERTISE:

- Product Implementation
- Feature Integration
- A/B Testing
- Prioritization
- Analytics
- Program Management
- Business Operations

TECHNICAL SKILLS:

Languages

React | JavaScript | Ruby on Rails | Java | VBA

Frameworks

Agile | Prioritization | Waterfall

Databases

SQL | MongoDB | PostgreSQL | SQLite

BUSINESS SKILLS:

- Ecommerce tools including Jira, Confluence, Adobe Analytics, SiteSpect, Tealium, Tableau, Dynamic Action, Order Management Systems, Amazon Seller Central, Channel Advisor, Merkle, Oracle ATG Ecommerce Platform