

Andrew Winton

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Goal-oriented

Innovation-driven

Collaborative

Self-starter

Purpose-driven professional with 2 years of combined professional and personal experience in building digital products, B2B business development, and organic and digital marketing. Experienced in collaborating cross-functionally with agile teams across startups, sports, media, government, and retail, most recently with an NFT sports marketplace. Founded a social web game.

EDUCATION

University of Notre Dame | Notre Dame, IN | May 2022

Bachelor of Business

Major: Management Consulting | Minor: Innovation & Entrepreneurship

Coursework: Innovation & Design Thinking, Data Visualization, Social Entrepreneurship, Strategic HR Mgmt., International Mgmt.

LEADERSHIP & COMMUNITY IMPACT

- University of Notre Dame Swimming & Diving Team Captain - Led team meetings, organized bonding events, fostered coach-athlete relationships
- Notre Dame Monogram Recipient - Honored for loyalty, commitment to community, legacy, service, diversity, excellence
- 2019 All-ACC Academic Swimming & Diving Team
- Eagle Scout (2017) - Designed/built concrete ping-pong table for community park through fundraising, permitting, project management, benefiting 19,000+ residents
- Male Swimmer of the Year, Georgia-Gwinnett County (2017)
- Maccabi Games Silver Medalist, Tel Aviv (2016)
- U.S. Olympic Trials Qualifier - 200/400 IM (2016)

WORK EXPERIENCE

Just Recess | Chicago, IL | 2022 – 2024

Founder - Self-employed

- Built, designed and tested an MVP with 3 new social web based games, achieving 100+ unique site visits, 40 active users, and 20 submitting feedback; validated value proposition through 5 users responding "very disappointed" if unable to play.
- Pitched pilot door-to-door to 30+ bars. Conducted the pilot in one bar, achieving 255 QR code scans, 163 unique users, 102 games started by 64 users, and 37 games finished by 22 users; validated value proposition with 8 repeat users.
- Analyzed user feedback to refine feature roadmap to build multi-device mode called creative mode, improve UX/UI, learn video animation to create a video to explain the game.
- Drove 80K+ organic views on Youtube in the first 90 days after filming, editing, and creating accounts from scratch.

Elemint | Remote | 2023

Product Manager - Full time

- Led requirement gathering, writing and documentation for all marketplace and back office features including single purchase, packs, auctions, and gamification during development of the blockchain-based NFT sports marketplace.
- Supported design and engineering teams by removing roadblocks to enable timely feature completion, testing, and refinement planning for improved functionality.
- Collaborated with the head of engineering, head of design, and client team to maintain and refine the product roadmap, backlogs, sprints, and strategy to align on priorities and objectives.

West Monroe Partners | Chicago, IL | 2022 – 2023

Product Manager - Full time

- Led research, vendor selection, and integration of subscription platform for a retail coffee company, centralizing system for 40+ subscribers.

- Guided product direction for web3 loyalty program startup, coordinating agile team to support growing user base to 2,000+.
- Contributed to the full software development lifecycle for an internal sales productivity tool, assisting with resource allocation, weekly roadmap planning and stepped in as a developer when needed.
- Directed client workshops and usability assessments for 40+ actionable enhancements for a pet ecommerce site.
- Drove consolidation of 100+ repositories for a government tech client through process enhancement and cross-functional leadership.
- Fostered trusted relationships with 5+ clients through research-based guidance and solution implementation.

Compost2Go | South Bend, IN | 2022

Co-Founder - Self-employed

- Researched and developed tailored pitches for ideal partnerships, closing 2 apartments.
- Recruit and lead 3 interns to refine marketing, develop new business, and raise funding.
- Secure funding to support the cost of the pilot and initial prototypes by pitching.

Frenik Marketing Group | Atlanta, GA | 2021

Business Analyst - Internship

- Successfully assisted in retaining existing clients with a monthly marketing budget of \$10K by cleaning large data sets to identify key metrics used in monthly progress decks. Focused on data-driven stories for 20 customers.
- Researched and implemented rich snippets/structured code into clients' websites' HTML, enabling easy crawling by Google bots. This increased click-through rates and decreased bounce rates.
- Created video tutorials to streamline the off-boarding process for clients across various software platforms, saving coworkers more than 3 hours per off-boarding session.
- Added FAQ pages to over 20 different clients' Google My Business accounts to enhance their Google ranking.

SKILLS AND INTERESTS

Technical: Agile ceremonies, Atlassian tools (Jira, Confluence), Figma, Figma jam, Miro, Adobe XD, ReactJS, CSS, HTML, JavaScript, Excel, Microsoft Office Suite (Excel, PowerPoint, etc.), Google Suite, Google Analytics & Tag Manager

Interests: Foosball, Poetry, Camping, Sand Volleyball, Footvolley, Ping-Pong, Soccer, Welding, DIY, Game Development

References furnished upon request.