

BRANDON JACKSON, MBA, PMP, CSM

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EXECUTIVE SUMMARY

An experienced product manager, who can lead cross-functional teams to build products that customers love. A visionary, who can bring a product vision to life. An executioner, who can manage the entire product lifecycle from ideation to product roadmap execution to retirement. A dedicated researcher and detailed analyst, who can effectively evaluate new opportunities. A professional, who has a strong technical aptitude and business acumen. An inspiring leader, who can motivate team members and maximize performance. An ambassador, who can serve as an expert and evangelist to both internal and external audiences.

BUSINESS SKILLS

Product Management	Project Management	Agile Software Development
Strategic Planning	Product Lifecycle Management	Process Improvement & Automation
Leadership	Customer Satisfaction	Budget Planning & Cost Control
Cost/Benefit Analysis	Contract Negotiation	Team Facilitator
Quality Assurance	Stakeholder Management	Pragmatic Marketing

TECHNICAL SKILLS

JavaScript	JQuery	HTML / CSS
MERN	JSON	SQL
MS Office	Adobe Creative Suite	JIRA / Confluence
GitLab	GitHub	

RELEVANT PROFESSIONAL EXPERIENCE

NEXEO HR SOLUTIONS

2018 – Present

Director of Training & Process

- Increased applicant volume by 60% through improved job ad syntax and SEO optimization.
- Increased revenue by 17% by implementing agent KPIs and performance accountability.
- Reduced company liability through standardized hiring procedure and internal compliance audits.
- Authored company policy and procedure resulting in improved operational efficiency.
- Oversaw multiple high-profile projects including companywide software implementations and integrations.
- Developed and oversaw the execution of companywide marketing initiatives.
- Supervised a team of 20+ employees across 10 office locations.

SECURITYTRAX, AN ALARM.COM COMPANY

2016 – 2018

Product Manager

- Led a cross-function team to design and build a new user-friendly, modernized, responsive software interface from scratch that customers love
- Implemented Scrum and Kanban software development methodologies from scratch
- Developed and executed a 'Go to Market' strategy to increase awareness and adoption of the new product version

- Designed and implemented a new scalable pricing model centered around customer value to increase adoption and expand into untapped markets
- Implemented new metrics to measure, report and increase customer satisfaction and product success
- Implemented a new communication avenue for distributing and gathering critical information from customers and improve satisfaction

CERTIPORT, A PEARSON VUE BUSINESS

2012 – 2016

Product Manager

- Managed multiple multi-million-dollar online certification programs for high profile clients like Microsoft, Adobe and Autodesk
- Led a cross-functional software development team to successfully build and release hundreds of certification exams on-time and within budget that meet client requirements
- Developed and executed a global product growth strategy
- Worked closely marketing to develop and execute a marketing strategy to promote and position products to ensure optimal success
- Consistently achieved annual revenue growth targets
- Designed and implemented a new global pricing strategy
- Improved NSAT and NPS scores for each program managed
- Managed the full product life cycle for multiple certification programs
- Developed and executed a global growth strategy
- Managed multiple simultaneous high-profile IT projects
- Analyzed and recommended new market opportunities

EDUCATION

UNIVERSITY OF UTAH

Oct 2020

Full-Stack Web Development Bootcamp

UNIVERSITY OF UTAH

Aug 2012

MBA: Emphasis in Information Systems

BRIGHAM YOUNG UNIVERSITY

Dec 2007

BS: Exercise Science

CERTIFICATIONS

PROJECT MANAGEMENT PROFESSIONAL

Nov 2012

CERTIFIED SCRUM MASTER

Feb 2017

MICROSOFT OFFICE MASTER

Sep 2012

Word, Excel, PowerPoint, Outlook, OneNote, SharePoint, Office 365

ADOBE CERTIFIED ASSOCIATE

May 2013

Photoshop, Illustrator, InDesign