

# CELESTE L. HAYES

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## Professional Summary

Results driven Product Manager with extensive Agile experience in cross-functional collaboration and feature launches. Passionate about technology and dedicated to challenging the status quo. Skilled in adapting and utilizing product tools to ensure successful delivery and long-term sustainability of software.

## Experience

### Product Manager

**Matchwell** – Durham, NC | 2021 – Present

- Founded the Product Management and Support Teams at Matchwell during the startup phase, creating a foundational framework for product development and user support.
- Lead the discovery, planning, and execution phases of software development by transforming overarching product strategy into tangible user stories.
- Partner with design to create wireframes, leveraging knowledge of HTML and CSS frameworks to enhance website functionality and user experience.
- Define clear priorities and achievable goals to ensure team alignment and precise feature development, while collaborating with stakeholders and engineering to document feature scopes.
- Collaborate with cross-functional teams to assess benefits and risks of solution proposals, ensuring alignment with scalability objectives and business goals.
- Drive Agile ceremonies—including daily standups, backlog refinement, sprint planning, user acceptance testing, and retrospectives—to foster a collaborative and transparent team environment, ensuring projects stay on track and aligned with goals.
- Initiate process improvement reviews to streamline workflows, enhance operational efficiency and replace manual efforts with scalable automated solutions.
- Coordinate the rollout efforts for new features and bug remediation, creating detailed release notes and managing release communications for a seamless process.
- Serve as the primary subject matter expert for the product, providing product demos, troubleshooting support, usability documentation, training tools, and assistance during feature rollouts.

### Senior Business Analyst

**Kurtosys** – Raleigh, NC | 2017 – 2021

- Led multiple client projects for digital reporting solutions, ensuring project adherence to scope and timelines through effective stakeholder communication.
- Analyzed client data files (CSV, XLSX, XML, JSON) for validity and completeness, performing gap analysis for optimal system functionality.

- Utilized agile methodologies to facilitate ceremonies including backlog refinement and user acceptance testing.
- Spearheaded client implementations post-sales, conducting workshops to gather and document business and user requirements.
- Designed wireframes and prototypes, documenting functional and technical specifications for user stories and test plans for custom solutions.
- Configured solutions for standard product integrations based on client requirements by implementing a WordPress solution that enabled code updates and facilitated the development of customizable platforms.

## **Business Analyst & Project Coordinator**

**Connecture** – Raleigh, NC | 2015– 2017

- Cultivated client relationships by managing accounts, setting project goals, and aligning deliverables with success plans.
- Monitored daily targets and provided weekly status updates to project teams, ensuring transparency on active projects.
- Facilitated client meetings, preparing materials and following up on crucial actions and decisions.
- Coordinated internal resources and managed project schedules to ensure timely deliverables.

## **Tools & Technology**

- **Agile & Delivery Tools:** Jira, Confluence and Jira Service Management.
- **Wireframing & Prototyping:** Figma, Whimsical, Excalidraw
- **Reporting:** Google Analytics
- **Collaboration Tools:** Slack, Zoom, Microsoft Teams
- **Development Tools:** GitHub, VSCode
- **Presentation Tools:** Microsoft Office Suite, Canva, Google Slides

## **Education**

### **Full Stack Coding Bootcamp**

UNC Chapel Hill + edX – Online | Expected Completion: March 2025

Focus: Full-stack web development including CSS, HTML, JavaScript, Databases, API, React, and Node.js.

### **Bachelor of Arts – Public Relations**

North Carolina State University – Raleigh, NC | June 2015