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Education and Training

March 2023

Certifications

- Google Data Analytics Professional Certificate
- McKinsey Product Academy
- SAFe® PO/PM (5.1)

May 2022

B.S. Mechanical Engineering Purdue University

West Lafayette, IN

- Minor in Business Economics
- Achieved top marks in graduate-level Product and Process Design Thinking course
- Three-year recipient of the Mechanical Engineering Department Achievement Scholarship
- Served on executive committee of national award-winning philanthropy
- Member of Purdue Outing Club and Purdue Electric Racing Club

Tools and Skills

- SQL, Tableau, R, Excel with VBA, MATLAB, JavaScript, HTML, CSS
- Design Thinking and Consumer-Centered Design
- Digital Business Transformation
- Data Analysis and Data-Driven Decision Making
- Lean-Agile and Product Development
- Technical story writing, Jira
- Management and Cross-Functional Collaboration

Hobbies and Interests

- IoT and home automation
- Outdoor adventure sports
- Music production/film creation
- Fitness
- Last read: Talking to Strangers
- Last listen: Huberman Lab

Declan Kramper

Summary

Entrepreneurial engineer with a passion for consumer-centric design and data-driven product development, building innovative, impactful solutions that exceed user expectations and propel business growth. Proven success in adapting to ambiguous, fast-paced, and cross-functional environments by leveraging technical and interpersonal strengths.

Professional Experience

Publicis Sapient – Associate Product Manager L1 | 09/2022 - Current
Chicago, IL

In less than two months, selected for and undertook role and responsibilities of Senior Product Manager, overseeing digital content on firm's most visible product account.

- Lead a seven-person team of engineering, technology, and analytics members to deliver innovative features and improve UX for both the client and their customers
- Collaborate with a cross-functional eCommerce client team to spearhead product development for digital content on website attracting 400k sessions per week
- Manage client communication and relationships across nine departments
- Present live new feature demos to client VP and business stakeholders
- Develop standard operating procedures to assist technical understanding
- Utilized a design-centric approach to re-design the website's third most viewed landing page and create a solution that differentiated the client from its competitors
- Analyzed data to reduce daily organic 404 error sessions from 1k to 150 within 3 days
- Identified the root cause of a data issue and devised a streamlined workflow and technical solution, lowering customer support calls and curbing swivel chair effort
- Created a JavaScript prototype to support feasibility discussions for a new feature
- Recognized by the client for simplifying complex tasks and thriving in uncertainty

Publicis Sapient – Trainee Associate Product Manager | 06/2022 - 08/2022

Recognized as a high achiever on first client engagement for a strategic, early-stage project. Collaborated with lead PMs to create a data-driven template that quantified pain points within value pools and identified gaps between use cases.

- Conducted customer interviews
- Synthesized pain points

Extensive 12-week training period that culminated with a group project. In under two weeks, our team delivered a working prototype for an interactive navigation feature to enhance the in-store grocery shopping experience.

- Fulfilled PM role responsible for presenting market analysis and business case

Renewable Energy Services - Engineering Intern | 05/2021 - 08/2021
Broomfield, CO

Engineer and partner on a diverse team responsible for the construction of a \$102 million utility-scale solar plant.

- Optimized production and reduced project cost by creating an Excel VBA that translated units of labor and progress metrics into dollars and production days
- Designed, reviewed, and implemented project drawings from Bluebeam
- Awarded first-ever \$1,500 educational scholarship for internship performance

Next Level Lawn Service - Business Owner | 01/2013 - 01/2020
Downers Grove, IL

Dedicated, results-driven entrepreneur who serviced 50+ clients.

- Optimized business ops to increase revenue by 438% throughout ownership
- Created an interactive website to promote company and communicate with clients
- Delivered dependable, quality service while meeting demands of growing business