




Emily Holcomb

Senior Product Manager

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Atlanta, GA (open to relocation) 

Experience

Senior Product Strategy Manager, NCR; Atlanta, GA – 2021-2023

NCR is a global provider of SaaS digital commerce solutions across the retail, restaurant, and banking sectors. Reason for leaving: reduction in force.

- Managed strategic direction across 9 NCR products (both web and mobile) within all 3 NCR lines of business to ensure efficient and cohesive usage of the design system
- Enhanced efficiency, user experience, and customer journeys for B2E, B2B, and B2C web and mobile digital SaaS products, resulting in \$2M annual savings
- Led a dedicated team of 9 (3 UX/UI designers, 3 front-end engineers, 1 accessibility specialist, 1 content writer, and 1 quality assurance analyst) to develop the NCR Design System
- Provided strategic direction for 25 designers, 15 developers, 2 accessibility specialists, 2 business analysts, 4 product managers, and 6 product owners across 9 SaaS product teams

E-Commerce Product Manager, JTV; Knoxville, TN – 2021

JTV is an e-commerce leader specializing in jewelry and gemstones. Reason for leaving: relocation for family health needs.

- Increased year-over-year mobile and OTT channel sales growth by 172%
- Re-designed customer journeys to increase cart conversions and campaign success by 12%
- Led 2 UX/UI designers and 4 front-end developers to launch 2 new digital properties and update branding, user experience, and customer journeys for 5 existing digital properties
- Coordinated integration with 4 backend systems via API, webservice, and automation for marketing, merchandising, assets, content, and customer experience needs

Global Web Platform Product Owner, Regal; Knoxville, TN – 2019-2020

Regal is a leading cinema chain that enhances the movie-going experience through its robust e-commerce and digital services that facilitate online ticket and concession purchases, as well as offering seamless membership subscription services via its website and mobile app. Reason for leaving: pandemic instability post-furloughs.

- Organized the strategic overhaul of the B2C global web platform, focusing on user-centered design and seamless user experience resulting in a 30% reduction of critical bugs reported
- Played a pivotal role in digital property strategy to reduce the average time for new feature development from concept to launch by 65%
- Spearheaded a customer-journey-focused redesign of checkout and loyalty account management, used by 75% of customers

Additional Experience

Retail Technologies Business Analyst, Pilot Flying J; Knoxville, TN – 2017-2019

Pilot is a leading travel center chain offering digital services for efficient fueling, retail, restaurant, and loyalty rewards for travelers. Reason for leaving: opportunity for new challenges.

Led the overhaul of customer-facing and enterprise software tools, directly addressing industry challenges and customer needs by improving digital services, streamlining project execution, and enhancing data analysis to drive better product decisions, resulting in increased customer loyalty and company growth

Digital Content Manager, Scripps Networks (SNI); Knoxville, TN – 2013-2017

SNI was a lifestyle media company that delivered digital services across various platforms. Reason for leaving: reduction in force prior to Discovery acquisition.

Advanced from intern to Digital Content Manager at Scripps Networks Interactive, enhancing user engagement and SEO for B2E and B2B sites, leading CMS migrations, and ensuring brand consistency across digital platforms

E-Commerce Product Photographer, JTV; Knoxville, TN – 2011-2013

See above, I've worked at JTV twice. Reason for leaving: new challenges.

Boosted e-commerce success by improving product imagery, leading to a 30-40% increase in conversion rates, 25% reduction in returns, and enhanced social media engagement and order values

Graphic Designer & Website Admin, American Classifieds; Knoxville, TN – 2006-2011

American Classifieds is an advertisement newspaper, facilitating local purchasing through print. Reason for leaving: local branch closure.

Launched American Classifieds of Knoxville's first website and integrated digital campaigns with traditional print ads, significantly reducing client acquisition costs, raising ROI, and enhancing brand recognition across diverse demographics

Education

Colorado State University, Global Campus (remote learning) – 2015

- Bachelor of Science in Communications
- Concentrations in Organizational Communication, Project Management, and Marketing

Pellissippi State Community College, Knoxville, TN – 2011

- Associate of Science in Media Technologies
- Concentrations in Graphic Design and Visual Communications

Certifications

- Digital Product Management | Darden School of Business | Issued July 2020
- Crucial Conversations Conflict Manager | Crucial Learning | Issued March 2019
- Certified Scrum Product Owner | Scrum Alliance | Issued July 2020

Skills

Product Strategy, Competitive Analysis, Market Analysis, Cross-functional Leadership, User Experience, Stakeholder Management, User Research, Adaptability, E-Commerce, Roadmap Development, Team Building, Talent Development, Digital Strategy, Technical Analysis, Business Analysis, Requirements

Tools

Jira, Confluence, MixPanel, GitHub, Tealium, Figma, Slack, Pendo, Notion, ClickUp, ProductPlan, Adobe XD, UserTesting, Hotjar, Salesforce, Magento, Webflow, Contentful, Joomla, Shopify, Squarespace, AEM