

# BETH GILOMEN

PRODUCT MANAGER

## CONTACT

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bethgilomen.com  
317.361.5503  
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## PROFILE

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Experienced product manager with excellent technical and design skills. Bridges the communication gap between technical, creative, and business professionals.

## SKILLS

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- technical product management
- agile project management
- client relationship management
- web design
- html & css, sass
- javascript
- rails development
- wordpress development
- b2b marketing
- adobe illustrator
- adobe photoshop

## EXPERIENCE

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### **CORVISA, A SHORETEL COMPANY, JUNE 2015 - PRESENT**

*platform product manager*

- Develop and maintain the product roadmap
- Manage all aspects of the software development lifecycle
- Guide user interface additions and improvements with an eye toward user experience
- Evaluate key market trends and competition
- Act as voice of customer and subject matter expert on all aspects of the platform
- Ensure that the proper requirements are defined, understood, and developed
- Lead customer training for platform development and ensure documentation accuracy and completeness

## EDUCATION

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### **BACHELOR'S, PRINT AND EDITORIAL JOURNALISM**

University of Illinois  
May 2008

### **CORVISA, JUNE 2014 - JUNE 2015**

*platform marketing manager*

- Lead marketing strategy, including branding, visual design, and content
- Designed and created collateral and email campaigns
- Coordinated and attended trade shows and events as representative for the platform, including conducting demos

### **ADVENT FINANCIAL/CORVISA SERVICES, SEPTEMBER 2013 - JUNE 2014**

*marketing manager*

- Developed and maintained overall marketing strategy
- Lead team of marketing professionals and designers through re-brand
- Provided guidance, direction, and feedback for Advent marketing team
- Guided development of marketing websites
- Created engaging and attractive marketing collateral and sales materials
- Coordinated and executed marketing campaigns across multiple channels and audiences

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## INVOLVEMENT

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### **GIRL DEVELOP IT**

*teacher's assistant*

### **GIRL SCOUTS OF WISCONSIN SOUTHEAST**

*code crew volunteer*

### **HUMANE ANIMAL WELFARE SOCIETY, WAUKESHA**

*volunteer*

## AWARDS

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### **2011 EDITOR AND PUBLISHER'S MAGAZINE EPPY**

*Best Weekly Newspaper Website with under  
250,000 unique monthly visitors*

as Interactive Project Manager for Journal  
Interactive

### **2007 ASSOCIATED COLLEGIATE PRESS ONLINE PACEMAKER AWARD**

as Managing Editor Online for DailyIllini.com

### **2007 ILLINOIS ASSOCIATED PRESS EDITORS ASSOCIATION, BEST NEWSPAPER WEBSITE, DIVISION B, 2ND PLACE**

as Managing Editor Online for DailyIllini.com

## EXPERIENCE - CONT.

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### **ADVENT FINANCIAL/CORVISA SERVICES, OCTOBER 2012 - SEPTEMBER 2013**

*marketing coordinator*

- Assisted in planning and implementation of marketing strategy
- Coordinated creative and execution for print, email and social media marketing campaigns for both B2B and B2C audiences
- Planned and executed trade show presence for multiple shows and two brands, including booth design
- Maintained and updated company websites

### **JOURNAL COMMUNICATIONS/JOURNAL INTERACTIVE, JULY 2011 - OCTOBER 2012**

*state street digital product manager*

- Developed websites for small business clients including front-end development, content editing, search engine optimization and user training
- Acted as client relationship manager and technical consultant
- Provided effort estimates for projects
- Created project plans, progress updates, statements of work, proposals, and training manuals

### **JOURNAL COMMUNICATIONS/JOURNAL INTERACTIVE, MARCH 2010 - JULY 2011**

*interactive project manager*

- Responsible for launching more than 45 websites within timelines and with results beyond expectations
- Analyzed site metrics and trends in order to help direct clients in organization and development of website redesigns
- Created project plans and timelines, and documented requirements
- Acted as the go-between for the client and the development team

### **JOURNAL COMMUNICATIONS/JOURNAL INTERACTIVE, AUGUST 2009 - MARCH 2010**

*special features producer*

- Produced original content for websites and coordinated sponsorship opportunities with sales staff
- Conducted SWOT analysis for classified verticals
- Created feature comparison charts for use in evaluating current and potential vendor relationships
- Analyzed site metrics to determine optimal content positioning and improve traffic