

BETH GILOMEN

PRODUCT MANAGER

CONTACT

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SKILLS

- 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

EDUCATION

BACHELOR'S, PRINT AND EDITORIAL JOURNALISM
University of Illinois
May 2008

PROFILE

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

EXPERIENCE

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

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

GIRL DEVELOP IT

teacher's assistant

GIRL SCOUTS OF WISCONSIN SOUTHEAST

code crew volunteer

HUMANE ANIMAL WELFARE SOCIETY, WAUKESHA

volunteer

AWARDS

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.

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