PROJECT DIRECTOR

BAYLEY HARROD

GET IN CONTACT

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PERSONAL PROFILE

An entrepreneurial, tech enthusiast with experience across multiple verticals. Delivered 10+ digital products from idea conception to product delivery and scaling. Eager to pursue a career in building epic products that customers will love.

EDUCATION HISTORY

UNIVERSITY – WARWICK BUSINESS SCHOOL

Bachelor of Science in Accounting & Finance – Upper Second Class (2.1) | Class of 2019

- Vice President of Warwick Entrepreneurs Society
- Modules include: Entrepreneurship and New Business, Derivatives and Risk management, Investment Management,
- A–Levels: Mathematics (A⋆), Business (A⋆), Economics (A)

AREAS OF EXPERTISE

- Scrum – Certified PSM1 Scrum Master, Agile Coach, Lean Coach, Product Owner
- Product – Adobe XD prototyping, Photoshop, Product Backlog management,
- Project Management – Jira, Trello
- Business Development
- Ecommerce

OTHER SKILLS

- Web Development – Django web framework, Python, HTML, CSS, MySQL, Github
- Active listening, Leadership, Team Building, Stakeholder Management.
- Bayta Podcast – A podcast interviewing entrepreneurs, start–ups and inspirational people, 32,000+ views.

WORK EXPERIENCE

PROJECT DIRECTOR – THEODO | APR 2019 – CURRENT

Web and Mobile Development Consultancy

- Overseen 5+ digital projects simultaneously, engaging with stakeholders early in the sales process to agree on the commercial success of a project and ensuring our product teams have a plan to succeed.
- Directly sold over £40,000 of projects.
- Conducted 30+ developer interviews resulting in 2 direct developer hires.

AGILE COACH/PRODUCT OWNER – THEODO | AUG 2019 – CURRENT

- Experienced product owner – Identifying business problems and creating a measurable hypothesis to solve these issues. Responsibilities include hosting weekly engagement workshops to users, calculating Net Promoter Score (NPS), prioritising user stories in the product backlog based on customer feedback and creating acceptance criteria for developers.
- Agile Coach and Scrum master – Worked on 10+ projects training new product owners and the development team on the Scrum methodology. Forecasted delivery dates on projects to give stakeholders visibility and unblocked impediments for development teams.
- Understanding of development best practices – working with development teams with a focus on DevOps, Lean, Agile and MVP approach, using the latest web/app technologies to create our client's products (E.G React Native, Serverless, Typescript).
- Example product success includes reducing a FTSE 100 B2C gig economy app service delivery latency by 30% and reducing the average lead time of a flooring design from 6 to 1 months, saving tens of thousands of pounds in development/design costs.

DESIGNER GROWTH MANAGER – FANBYTES | MAR 2018 – APR 2018

Influencer Marketing Ad–Tech platform

- Created processes for on–boarding new designers on the Fanbytes advertising platform resulting in 16 designers joining.
- Streamlined and automated activities to virtual assistants using Slack to communicate instructions.

LIVE EAT MEAL–PREP – FOUNDER | MAY 2017 – FEB 2018

Fitness Meal Prep Start–up distributed on Amazon

- Created a new brand of meal–prep containers targeted at the fitness niche. Responsibilities included: product procurement, branding, marketing and fulfilment.
- Optimised PPC strategy to reduce ACOS from 70% to 30% and sold 5000+ units.

FUNDING INVOICE – INTERN | DEC 2017

Invoice Financing Fin–Tech

- Used credit models to assess company risk on prospective loans, this information was used by the senior team to aid decisions in loan approvals.
- Created loan products that were profitable for investors and fair to customers.