

# Jesse Rose

My name is Jesse Rose and I make things. I have always enjoyed tinkering and putting projects together, whether it's in the physical world or online. In both work and personal pursuits, my passion is seeing an idea through from beginning to end.



## BIG HUMAN - NY, NY

Senior Product Manager (August 2015 - Present)

Product Manager / Producer (February 2013 - July 2015)

- Produce websites for large companies such as Time Warner, Shutterstock, Gilt City, and Michael Kors, and startups such as Gemini (Winklevoss), The Flatiron School, Quovo, Hotelied, and Magnises.
- Lead iOS projects such as MarkaVIP, Albumatic, Screen, Ahalife, and Beautified.
- Strategize MVP (minimum viable product) for client builds.
- Multivariate testing to optimize for conversions.
- Manage the new business pipeline, write proposals, and pitch prospective new clients.
- Work hand in hand with the lead creative and developer to scope incoming projects.
- Resource the designers and developers for project scheduling.
- Report to the Managing Director.

## DROGA5 - NY, NY

Digital Producer (September 2012 - February 2013)

- Produced websites, banners, and print projects for clients such as Prudential, Kraft, Coke Zero, and Puma.
- Conducted research on industry trends and partners for our UX, design, and development teams.
- Reported to the Head of Digital Production.
- Wrote and prepared business documents for each project (MSA, SOW, NDA).

## CODE AND THEORY - NY, NY

Associate Digital Producer / Resources Manager (May 2011 - September 2012)

- Produced websites, banners, videos, and print projects for clients such as Dr Pepper Snapple Group, Comcast, Jimmie Johnson, and Columbia Business School.
- Reported to the Head of the Production Department.
- Managed company resources, project pipeline, time-entry, and internal video case-studies.



## THE GEORGE WASHINGTON UNIVERSITY, School of Business - Washington, DC

Bachelor of Business Administration Program,  
Marketing and Advertising Major (May 2011)

**Honors:** AAF's Alpha Delta Sigma Honors Society,  
International Advertising Association Diploma  
Recipient



**Product Strengths:** Responsive design and development, eCommerce, and iOS applications

**Computers:** Pivotal Tracker, Basecamp, Trello, Sketch, Adobe Photoshop, Adobe InDesign, Github, Adobe Illustrator, Google Analytics, Omnigraffle, Omniplan, Keynote, and Google Docs

**Certifications:** General Assembly Front-End Web Development (HTML, CSS, and Javascript)



Interests include sports, technology, vintage motorcar racing, music, international travel, and my dog, Rex.



978.210.1446



Jesse.Rose13@gmail.com



www.JesseRose.com



153 Essex St. Apt. 3B, NY NY 10002