Jesse Rose

I am a product manager and strategist with a passion for transforming ideas into simple, usable products. I grew up with an innate interest in technology and take pride in making the internet a more capable, accessible, and beautiful place.

BIG HUMAN - NY, NY

Senior Product Manager (August 2015 - Present)
Product Manager / Producer (February 2013 - July 2015)

- Conduct product strategy for MVP (minimum viable product) and subsequent releases for both clients and internal projects.
- Produce projects for large comanies such as Time Warner, Shutterstock, and Michael Kors, and startups such as Gemini, Helix Sleep, The Flatiron School, Hotelied, and Magnises.
- Lead iOS projects such as MarkaVIP, Albumatic, Screen, Ahalife, and Beautifed.
- Multivariate testing to optimize for conversions.
- Manage the new business pipeline, write proposals, and pitch perspective 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.
- Wrote and prepared business documents for each project (MSA, SOW, NDA).

CODE AND THEORY - NY, NY

Associate Digital Producer / Resources Manager (May 2011 - September 212)

- 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 soccer, 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