

JEREMY KUTNER

Marketing Technology Strategist
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Marketing technology strategist with 11+ years of project, product, and team management. Advocate for lean UX and data-driven decision-making.

Skills

- Product Management
- Agile/Lean Methodology
- Team Leadership
- Innovation and Strategy

Experience

APRIL 2014 – MAY 2019

VP, Web & Mobile Strategy / Warner Music Group, NY, NY

- Led 7-person cross-functional team, generating over \$4mm in direct revenue.
- Architected product roadmap for artist website platform, supporting over 500 sites, decreasing development hours by 50% per site and doubling site visits and page views.
- Pioneered company-wide Facebook Messenger marketing strategy, generating over 1mm new subscribers in under a year.
- Established internal optimization program, maximizing sign-up conversion rates from 1% to 19% while slashing testing budget by 80%.
- Partnered with local and global teams to promote strategic goals, delivering a 30% increase to company-wide KPIs.
- Evangelized adoption of new technology to artists, managers, and global marketing teams.

SEPTEMBER 2009 – APRIL 2014

Interactive Technology Director / Atlantic Records, NY, NY

- Mentored my team of designers, developers and E-commerce marketers, driving innovation and fostering positivity.
- Launched unique marketing campaigns across multiple platforms, including web and native apps, games, eBooks.
- Introduced new standards for agile methodology, lean, and responsive web practices that successfully reduced inefficiencies and costs.

JANUARY 2008 – JULY 2009

Project Manager / Next New Networks, NY, NY

- Collaborated with executive management, delivering a variety of creative marketing and ecommerce projects.
- Overhauled website platform, significantly increasing team productivity.

SEPTEMBER 2006 – DECEMBER 2007

Producer / C-SPAN, Washington, DC

Education

MAY 2006

B.A. Political Science / Tulane University, New Orleans, LA

Cum Laude

Agile Project Management / NYU, Continuing Ed., NY, NY

Activities

- Coffee and rock-climbing enthusiast
- Keynote speaker at 2018 Chatbot Summit in Berlin and frequent conference panelist
- Passionate about business, marketing, and technology strategy