Kirby Browning

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Professional Experience

Product Manager at Rendia, Inc. (Baltimore, MD)

JULY 2020 - PRESENT

- Own, manage and maintain the product roadmap, prioritization & planning processes for Rendia's patient education software platform.
- Align product vision and development initiatives with larger business goals to ensure effective delivery of new/optimized features.
- Coordinate with Engineering teams to streamline product development efforts – often multiple projects in parallel – and ensure successful implementation and release.
- Manage beta testing programs for new product offerings in development prior to release.
- Interact regularly with customers to identify user problems, and translate user needs into actionable solutions.
- Design and develop UX deliverables, wireframes, mockups and workflows using Sketch & InVision for all stages of the design process.
- Conduct user research projects, using a variety of qualitative and quantitative methods, to further support product vision, go-to-market strategies and value-matching initiatives.
- Collaborate with Customer Success, Marketing, and Sales teams to communicate feature releases or product changes to both internal and external users.
- Compile, review and analyze web and customer data to inform design, prioritization and strategic product decisions.

User Experience (UX) Strategist at Paul Fredrick (Sparks, MD)

OCT. 2018 - JULY 2020

Continuously improved the customer-facing web experience on company's main eCommerce site paulfredrick.com.

- Responsible for all web- and device-focused testing efforts for paulfredrick.com (A/B, multivariate, user observation, etc.).
- Co-managed the initial concepting, data benchmarking, and launch processes for all web tests.
- Built test elements from initial sketches and Creative Design wireframes through HTML/CSS/Javascript.
- Compiled and analyzed data results for all web tests across multiple reporting platforms (Adobe Analytics, Google Analytics, Monetate Testing Platform).

- Provided final results analysis of target KPIs for all web tests, as well as delivered actionable recommendations and next steps.
- Built and implemented new experiences and user paths for the web with a keen focus on device optimization/responsiveness.
- Regularly analyzed and delivered actionable recommendations based on findings from UI/UX research, business and web data analytics, AB and multivariate test results and other observed market trends.
- Advanced Google Analytics certified by Google Analytics Academy (2019).

Supported Marketing department in creation and implementation of website promotions, site creatives and other digital campaigns.

- Managed site updates and changes to homepage creative assets and/or web content.
- Built various web elements (i.e. site banners, countdown timers, page callouts, etc.) for promotion-specific requests with HTML/CSS/Javascript.
- Coordinated with Merchandising and Marketing teams to update products, pricing and other promotional information displayed on the website.
- Provided support to Email and Digital Marketing teams by creating landing pages for various brand- and product-focused campaigns.
- Offered support and recommendations to Catalog department related to optimizing print-to-web and mail-to-web marketing campaigns.
- Applied and encouraged UX best practices in business use of testing disciplines and results analysis.

Served as a business liaison between IT and Marketing departments.

- Assisted IT department in facilitating site production pushes, performed User Acceptance Testing (UAT) and communicated site requests/changes through task management system (Ace).
- Provided departmental support for various business requests that required extensive IT development.
- Communicated large-scale website changes to business and departmental stakeholders, as well as advised on potential impact to the site user experience, existing business reporting/analytics and other internal processes.
- Supported IT department in scoping, documenting and coordinating large-scale site changes, page redesign efforts and other development projects.

Content & Product Marketing Specialist at EZShield (Baltimore, MD)

June 2016 to OCT. 2018

- Managed, crafted, edited and designed content to company's educational blog (WordPress), fightingidentitycrimes.com consistent with AP Style.
- Implemented brand marketing strategies through content development specifically tailored to both consumers and small business owners.

- Wrote reader-friendly content on topics within the financial/banking/IT/cybersecurity industries with a focus on the need for identity protection services.
- Created and edited content for various online marketing tools (data sheets, press releases, polls, case studies, surveys, simple infographics, etc.).
- Created and edited content for various print marketing collateral (flyers, handouts, pull-ups, table tents, banners, signs, etc.).
- Assisted with copy needs for a number of cross-team projects:
  - Provided copy support to Email Marketing team for various end-user email campaigns to align branding/messaging across multiple digital platforms.
  - Provided copy support to UI/UX teams to aid in user experience improvements across multiple digital platforms.
  - Provided copy support to Product Management & Legal teams to draft and publish product/service descriptions.
  - Provided copy support to Channel Marketing team to align partner and brand messaging across channels.
- Created and edited content for company's corporate and customer gateway websites consistent with AP Style.
- Co-managed, crafted and published content to company's social media accounts (Facebook, Twitter, Google+, LinkedIn). Experience with both scheduled and live social posting via Hootsuite, Sprout Social and Facebook for Business.
- Collaborated with Email Marketing and UI/UX teams to create and perform monthly A/B testing.
- Collaborated with Product Management & Channel Marketing teams to align product/service offerings with brand identity.
- Analyzed and consolidated monthly analytics for social media pages and company websites to track readership and engagement.
- Member of EZShield's internal Google Analytics team.

Special Skills & Other Achievements

- Proficient in HTML/CSS/Javascript
- Actively learning React.js
- Advanced Google Analytics Certification, 2019
- Working proficiency in French
- Experience working with both B2B and direct-to-consumer product offerings.
- Experience working with software in IT/cybersecurity and healthcare industries.

Experience working with following tools & platforms:

- Salesforce
- R Studio
- Monetate

- UserTesting
- Nextopia
- JIRA
- Slack
- Microsoft Office (Word, Excel, PowerPoint)
- Trello
- Responsys (ESP)
- Bronto (ESP)
- Sketch
- InVision
- Adobe Design Suite (Photoshop, InDesign)
- WordPress
- Atom & Sublime Code Editors
- Google Analytics (UA & GA4)
- Adobe Analytics Site Catalyst
- Google Adwords

Education

Elon University

Bachelors of Arts in Journalism (Print/Online); French minor   *Dec. 2015*