

# Kirk Gale

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## CapLinked

### Senior Product Manager

September 2015 - January 2017

#### Responsibilities:

- Manage development process through developer interaction, Github Issues, and Scrum
- Communicate needs of existing and prospective clients to sales, support, and development teams
- Collaborate with management team to form Product strategy

#### Achievements:

- Defined endpoints for REST API, wrote code/copy for Swagger/3scale [documentation](#) and consulted with API clients regarding integration requirements
- Designed and oversaw development of new features, including SAML Integration, Client-side encryption, and overhaul of Activity Tracker
- Created quantified product roadmaps by creating system linking potential revenue to new features
- Acquired feature-contingent contracts worth 200k+
- Built new marketing website and landing pages in collaboration with marketing manager

### Product Manager

April 2015 - September 2015

#### Responsibilities:

- Design and implement new features and UX improvements
- Increase engagement and product adoption across multiple enterprise clients

#### Achievements:

- Designed and oversaw development of new features, including deal management platform [Dealtracker](#)
- Created front-end project in Middleman to make quick, repeatable HTML mockups

### Project Manager

December 2013 - April 2015

#### Responsibilities:

- Marketing: manage marketing site (Sinatra app), author Wordpress blog, run Facebook, LinkedIn, and Google Adwords campaigns, improve SEO using Google Analytics
- Sales: Manage sales prospecting process using Hubspot and Salesforce, lead generation via outbound email campaigns, create sales collateral in Adobe Indesign
- Client services: phone and email support, client on-boarding, customer success management

#### Achievements:

- Increased Lead Generation by 200% over 3-month period
- Reduced time spent on support requests by 100% over 6-month period
- Hired and on-boarded customer success manager, sales analyst, and web designer

## California Unified Service Providers, LLC.

### Behavioral Technician

November 2011 - August 2013

- Implemented ABA programs with over 20 different clients with various disabilities (primarily on the autism spectrum)
- Performed therapy sessions in home, school, and extracurricular settings; collected data and graphed trends
- Participated in bi-monthly clinics to improve individualized programs

## Education

### University of California, Los Angeles

Bachelor of Arts, Linguistics  
June 2011

### General Assembly Los Angeles

Front-End Web Development Course  
Fall 2013

## Skills

**Languages:** HTML, CSS, JavaScript

**Libraries/Frameworks:** Middleman, jQuery, HAML/SASS, Bootstrap, Rails, Sinatra

**Applications:** Git, Sketch, Aha!, InDesign, Excel, Salesforce, Zendesk, Wordpress