

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