LeRon Jackson, CSM

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Business Analysis - IT Management - Product Development - Project Management

IOS & Android Development
Software Engineering
Application Development
Technical Troubleshooting
Software Requirements
Agile & Scrum Methodologies
User Experience (UX) Design
User Interaction (UI) Design
Web Marketing & Advertising
Identity and Access Management

Sophisticated, highly adaptable IT professional with strong management experience in high functioning product development and project management environments.

Recognized talent for aligning software requirements with innovative solutions to complex IT challenges. Proven history of success.

Continually on the forefront of developing trends integrating current and emerging cutting-edge technologies and peripheral processes to deliver impactful results.

Adept troubleshooter with unceasing focus on identifying, isolating and resolving technical issues.

Exceptional communicator and leader skilled in building and strengthening relationships across company lines to drive cohesive, strategic processes and results.

CAREER ACCOMPLISHMENTS

- Entrepreneurially successful in forming a limited liability corporation (LLC) to launch a custom designed App.
  - Designed product through full lifecycle utilizing Agile/Scrum methodologies. Collaborated with Fiverr.com designer for UX/UI designs. Fully accountable for ongoing App updates, marketing, and management.
  - **Android:** https://play.google.com/store/apps/details?id=com.clutteredgaragesales.app.
  - **IOS:** https://itunes.apple.com/us/app/cluttered-garage-sales/id1203012542?ls=1&mt=8.
- Revitalized project management processes and delivered projects for major corporations using Agile methodologies.
- Certified Scrum Master integrating Agile/Scrum methodologies into software engineering processes for companies.

PROFESSIONAL EXPERIENCE

Sʀ. OPERATIONS MANAGER - CONTRACT, Turner Broadcasting, Atlanta, GA   July 2017- March 2018

Responsible for the operational success of the NBA's website NBA.com, tent pole events, and new products and features. Worked closely with internal/external groups to integrate their work and resources into NBA projects and scheduling, as well as managing and recording project charters, requirements, risk and management plans. Directly manage workflow between internal departments, shared technology groups and dedicated corporate resources to drive successful project outcomes for large initiatives and NBA tent poles. Provided daily operational support for NBA.com responsive Web platform, assesses production-related issues to ensure they are directed to the appropriate team for problem resolution, and evaluated and drove project and operational related processes for improvement. Partnered with department leads to make sure the team is complying with the scope of project agreements between NBA Digital, NBA League, its partners and vendors.

- **NBA project:** Created the launch plan for the NBA Pre-Season and Regular Season schedule release. Coordinated with mobile, web, and connected devices product managers for a seamless launched of data feed for their respected devices. Verify that the identity (login credentials) of all customers can access NBA League Pass across all platforms.
- **Technical Troubleshooting:** Reported any website issues in Jira by writing technical requirements to help re-engineer any problem.
- **Scrum Agenda:** Facilitated daily scrum meetings that consist of 4-6 web developers, product and project management, QA, and occasional stakeholders. Removed any impediments by requesting off-line meetings for discussion. Organized sprint planning, managed backlog, prioritized bugs, QA reviews, retrospectives, and demos to stakeholders. Monitored and tracked all Jira ticket statuses with Kanban. Held weekly meetings with stakeholder for status on the project.

SENIOR MANAGER / BUSINESS ANALYST / PROJECT MANAGER - AGILE, AT&T, Atlanta, GA April 2014 - Dec 2016

Tasked with orchestrating Ecommerce strategy, digital ads, mobile ad integration, and business solutions to facilitate online transactions. Translated business requirements into effective UI experiences for customers utilizing website touch points. Conducted requirements analysis, proposed solutions, and managed projects through full lifecycle utilizing Agile methodologies. Collaborated cross functionally with high performance teams ranging from Web Design to Marketing to ensure Ecommerce solutions align with requirements, and integrate with web and mobile pages. Developed and implemented testing. Trained employees on use of IT tools and processes, and resolved escalated technical issues. Liaised between Legal team and development/implementation teams. Responsible for all legal content for U-verse products.

- **Web Presence Integration:** Managed website and mobile App ad integration for all digital ads for AT&T U-verse and DirecTV products.
- **Legal Disclaimer projects:** Launched Legal Disclaimer Repository project in CQ5/AEM bringing U-verse products in compliance with Federal Trade Commission. Transitioned legal disclaimers from DirecTV.com to AT&T.com
- **Technical Troubleshooting:** Conducted A/B testing to maximize click through rates, troubleshot Html and CSS code issues, and resolved CQ5/AEM implementation errors, website layout misalignments, and content changes.

TECHNICAL OPERATIONS ANALYST, 360i, Atlanta, GA   July 2013 – February 2014

Directly collaborated with Account Management, Media, Ad Operations, Advanced Analytics, and clients facilitating daily operations for Capital One and Equifax. Tested and validated 3rd party tracking pixels for implementation on all campaigns and mobile app integration. Partnered with Account Operations Manager to ensure flawless execution of campaigns.

- **Process Optimization:** Member of DART Governance/DoubleClick processes for Capital One/Equifax to ensure clarity and transparency, and share expertise in technical application, ad serving technologies, and tagging implementation.
- **Tag Management:** Collected and analyzed sales data using Google Analytics and Google Tag Manager for tracking metrics and setting events to allow us to better analyze page visits, transaction goals, link popularity, click-through rates, cost-per clicks, and bounce rates. Performed A/B Testing on website release updates to gain better insight toward our marketing strategies to determine what particular areas needed more focus.
- **Quality Assurance:** Owned QA process while supporting Media and Display team in implementation and integration of piggyback pixels from 3rd party vendors.

AD OPERATIONS ANALYST LEAD / PROJECT MANAGER - AGILE, Travelocity.com, Dallas, TX   September 2011 – July 2013

Implemented, supported and managed all advertising campaigns through full lifecycles for clients across websites, languages, and mobile devices. Expertly analyzed and monitored success rates. Directly liaised with key leadership to recommend campaign modifications, and optimize performance in alignment with requirements. Conducted testing and analyzed results to implement critical updates. Executed webpage project management, and utilized Agile methodology throughout all phases. Scheduled and reported status updates to key stakeholders. Built landing pages using CQ5 / AEM and managed over 60+ web pages for updates and/or content changes.

- **Technical Troubleshooting:** Proactively communicated with Google, Inc to troubleshoot issues, and update APIs for DoubleClick server upgrades. Orchestrated Google, Inc. server updates in alignment with business requirements.
- **Tag Management:** Collected and analyzed sales data using Google Analytics and Google Tag Manager for tracking metrics and setting events to allow us to better analyze page visits, transaction goals, link popularity, click-through rates, cost-per clicks, and bounce rates. Performed A/B Testing on website release updates to gain better insight toward our marketing strategies to determine what particular areas needed more focus.
- **Pricing Management:** Provided critical timely and confidential pricing updates for CPM, CPA, CPL, and CPC.

MEDIA TRAFFIC SPECIALIST - CONTRACT, Cox Media Group, Atlanta, GA   June 2010 – June 2011

One-year contract facilitating daily contracts and confirmation and schedule change forms for client schedules. Prepared daily program logs and traffic reporting related to advertising. Reported inventory analysis to Sales and Management.

INVENTORY WEB ANALYST / PROJECT MANAGER, Autotrader.com, Atlanta, GA   October 2006 – June 2009

Accountable for monthly marketing and advertising contracts including managing budgets and performance. Planned and executed testing while ensuring flash/.gif banners distributed correctly across website. Monitored and documented results.

Conducted data analysis to identify underperforming areas. Updated pricing for sales and marketing teams. Directly interfaced with clients to coordinate successful launch and creation of banner advertising. Liaised between development, creative, and client services staff. Managed projects within budget and deadline parameters.

- **Marketing and Advertising:** Processed and managed over 500 monthly cross marketing and advertising contracts generating revenues in excess of $4.5M.
- **Research and Presentations:** Analyzed, developed, and presented $750M internet advertising and Private Seller Division revitalization proposals to CEO and top executives.

WEB DATA MANAGEMENT ANALYST, The Home Depot, Atlanta, GA   September 2005 – October 2006

Oversaw daily sales and purchases across 2300 stores. Analyzed and documented merchandizing related data while adeptly supporting Data Administration leadership with projects and initiatives. Reviewed data from Global Product Merchants and Assistant for accuracy and completeness. Conducted key market research for product pricing and placement updates. Monitored campaigns, and analyzed data to optimize performance. Generated recurring reporting/analytics plan for management.

- **Sales Forecasting:** Forecasted $750K worth of products to determine when and when not to sell throughout year.

TECHNICAL PROFICIENCIES

Languages: JavaScript, JSON, SDK, Swift, Java, PHP, MySQL, XML, Html
Software: Jira, Kanban, CQ5, AEM, Google Analytics, Google Tag Management

EDUCATION AND CERTIFICATIONS

Concentration in Information Technology, GEORGIA PERIMETER COLLEGE, Decatur, Georgia

Concentration in Business Administration, UNIVERSITY OF NEBRASKA at OMAHA, Omaha, Nebraska

Certifications

Certified Scrum Master (CSM) | DoubleClick for Advertisers Certification | DoubleClick Studio Certification