

PRODUCT MANAGER

Qualifications

HTML, SQL, Sequel Pro, XML, Solbright AdSuite, Wordpress, Redis, Adobe Audience Manager, Site Catalyst, Atlassian/JIRA, Flite, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Microsoft Office (Word, Excel, Powerpoint), Microsoft Access, Salesforce, Google Analytics, SilverPop, Terminal, AgileZen, and several custom Advertising Operations platforms (Monster Legacy, TMS, Alchemy, Chemistry).

Work Experience

Product Manager 06/2011 to Current

Avison Young New York , NY

- Design and maintain lead generation advertising products and enhancements for Monster.com and their network of websites through development and maintenance of our Chemistry lead generation advertising platform.
- Closely manage lead generation advertising products for Monster.com, Monster UK/Canada, Fastweb.com, Military.com
- Perform regression testing and acceptance for product developments falling under the Chemistry product.
- Work closely with design, engineering, operations, and sales teams throughout product development and deployment lifecycle.
- Present enhancements and products to key stakeholders for user acceptance and training.
- Work with stakeholders to help identify, estimate, and execute roadmap items; both on overall product and project-specific levels.
- Coordinate, compile, and implement all Monster Communities marketing emails; test display advertising placements and tags prior to deployment; track and report on email performance.
- Track and analyze applicable performance metrics on a site and form level, such as form conversion and drop-off rate.
- Troubleshoot and test enhancements and improvements to noted issues.
- Notable Design Projects:
 - Granular Offers: Make offers automatically insert user-specific copy (such as geographic location, etc.) into offers to engage users and drive conversions.
 - Program Mapping: Convert what had been a largely manual process assigning offers to specific areas of interest (involved manual searching and selection) to an automated process, saving end-user time and increasing offer conversion.
 - Form Builder: Transform form building functionality into a "drag and drop" interface allowing all platform users to build forms without development support.
 - Auto-eCPM: Convert eCPM from a manual task to an automated process based on offer performance.
 - Cap by Quality: Build tool enabling platform users to easily manage flow of traffic through offers, only allowing a certain percentage of organic, medium, low quality, etc., to balance delivery and quality.
 - Testing Functionality: Designed A/B testing feature to allow site managers to test and track effects of changes on forms.

Supervisor 12/2010 to 04/2011

Arby's, Llc Fishers , IN

- Managed delivery and quality performance for all lead generation advertisements on Monster.com, Monster.ca, Fastweb.com and the Monster Communities network of websites.
- Managed team members' workloads and development daily.
- Developed and communicated processes to be used by the Lead Generation Operations team, Sales team, and Sales Planning in order to promote consistent execution of tasks.
- Facilitated offer targeting optimizations based on statistical regressions resulting in higher offer conversion rates.
- Wrote and presented business cases for proposed changes to backend products to support optimization opportunities.

Lead Generation Advertising Campaign Manager 10/2007 to 12/2010

Monster Worldwide City , STATE

- Implemented creative, question, targeting, transmission, etc.
- updates to offers; manipulated back-end set up as necessary.
- Built new offers; set up data transmitters in various formats (HTTP post, FTP transfer, email .csv).
- Conducted system-wide audits, using results to develop processes and best practices for use by the Lead Generation team.
- Directly managed client expectations and relationships, including the largest revenue drivers on our sites and clients with high growth potential.
- Investigated and troubleshoot under-delivering campaigns; recommended and implemented creative or technical optimizations.

Marketing Director, SMP Architects 04/2006 to 10/2007

City , STATE

- Primarily responsible for writing, editing, and designing compelling project proposals for potential clients.
- Wrote all company press releases, web content, and marketing collateral.
- Coordinated communications between colleague firms and potential clients.
- OTHER
 - University of Pennsylvania Women's Rowing
 - University of Pennsylvania Sailing
 - University of Pennsylvania Equestrian
 - Current competitive horse show jumper on USHJA/USEF 'A' circuit, Zone 1.

Education and Training

Bachelor of Arts : History 2006 University of Pennsylvania, College of Arts and Sciences City , State History

Skills

Adobe Acrobat, Adobe, Adobe Photoshop, advertisements, Advertising, balance, Chemistry, com, competitive, ca, conversion, client, clients,

delivery, designing, drivers, editing, email, XML, forms, FTP, Google Analytics, HTML, HTTP, Adobe InDesign, marketing, marketing collateral, Microsoft Access, Excel, Microsoft Office, Powerpoint, Word, network, optimization, press releases, processes, product development, proposals, Quality, Sales, Sales Planning, SQL, transmission, Troubleshoot, web content, websites