

Michelle Mak, MDM.

CERTIFIED SCRUM PRODUCT OWNER • BUSINESS GROWTH STRATEGIST

High performing strategist with 4 years experience in planning, designing, & facilitating product/project growth through new and existing verticals. Skilled in agile-scrum methodologies, project oversight, sprint planning, goal setting, optimization, and partnering with C-Suite leadership to drive strategy & innovation.

CONTACT



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Vancouver | Toronto



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SKILLS

- ✓ Team Leader
- ✓ Collaborator
- ✓ Strategy Development
- ✓ Stakeholder Management
- ✓ Backlog Prioritization
- ✓ Product Growth

EDUCATION

Masters of Digital Media

Centre for Digital Media, BC.
2022-2023

Bachelors of Arts, MIT

Western University, ON.
2015-2020

Bachelors of Arts, Disability Studies

Kings University College, ON.
2016-2020

WORK EXPERIENCE

Product Manager, *Signals Tech Expo 2023*

Centre for Digital Media x DigiBC | Sept 2022-2023

- Design and soon to be shipped an interactive, world-building experience that incorporates present and future AI tools & techniques for upcoming tech expo; *Signals*.
- Owned strategic planning as well as monitor overall growth & development for cross-functional teams accountable for various product features within the full product cycle via optimizing product backlogs and facilitating sprint retrospectives
 - [Product trailer](#)

Product Manager, Mobile App Development

Centre for Digital Media x CEDaR Research Labs, UBC | Sept 2022-2023

- Ship a geo-locative, AR mobile application to host various place-based audio recordings submitted to the *Fiona Lam Poetry Project* in collaboration with the *City of Vancouver*
- Lead design & sprint workshops to collaborate & communicate product vision, user stories, & roadmaps with delivery team & key stakeholders
- Organize daily stand ups & demonstrate progress via a scrum/Kanban
- Successfully increase overall engagement & activation of the mobile app via Agile-Scrum methodologies
 - [Product trailer](#)

Sr. Strategist, Keurig Dr Pepper, Holt Renfrew, PUMA Canada

Havas Media Group | March 2022- Aug 2022

Strategist

Havas Media Group | June 2021-March 2022

- Own, manage, & execute paid media strategies that align with the client goals & objectives
- Conduct market research for recommendations on media, budget, and target market exposure
- Communicate & collaborate with global partners to track performance
- Report any optimization insights, new media opportunities, or test & learn opportunities for future campaigns

Associate Communications Design, Amazon Prime Video

Initiative | June 2020- 2021

- Traffic ads to all media outlets & create monthly reports on performance
- Conduct market research using various new tools, pull global competitive analyses, build decks, brief & request proposals, and construct audience profile documents that promote unique audience/user insights