



# Philip Marchetti

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## EXPERIENCE

- 6/17 – Present **Co-founder & Head of Product** | Barkeep | New York, NY  
Developed a concept for a voice-driven cocktail companion Alexa app that would provide cocktail recipes based on inputs like available ingredients and recipe requests  
Designed the user flows, VUI, and visual identity.  
Collaborated with co-founder and head of software to prioritize features for the MVP (and future roadmap) and the launch of skill on Alexa platform  
Working on building a path to monetization including opportunities for a cocktail db API, affiliate sales and more.
- 11/15 – Present **Manager, Product Strategy & Partnerships** | Verizon | New York, NY  
Head of University Programs that engage over 20+ schools to drive product insight and talent into the Global Content & Media business - scaled projects from ~15 to 35+  
Collaboration across teams to drive projects to meaningful product strategy outputs for the business, including coordination with 6 VP groups and other business units  
Managing a budget of \$1.4 million from multiple VP groups and development of measurable KPIs against the programs expenses  
**Consultant, Product Strategy** | 11/15 – 9/17  
Chief of Staff duties such as project management for strategy initiatives, driving cross-team alignment on innovation focus areas, and other support on special projects as needed
- 9/14 – 11/15 **Innovation Consultant** | Openbox | New York, NY  
Design and brand strategy consulting for clients in social impact and non-profit organizations  
Used human-centered methodology to produce brand packages, growth strategies, and physical environments that exceeded client's goals for the engagements

## EDUCATION

- 8/13 – 5/14 **Carnegie Mellon University** | Integrated Innovation Inst. | Pittsburgh, PA  
Masters of Product Development
- 8/09 – 5/13 **University of Kentucky** | College of Design | Lexington, KY  
Bachelors of Arts, Architecture  
Minor, Business

## SKILLS

### Product | Strategy | Design | Project Management | Development

Concept Development | User Journey Mapping | Storytelling | Copywriting  
Research (User & Competitive) | Adobe Creative Suite | Brand Strategy  
Project Implementation | Agile/Lean Methodology | HTML/CSS

## AWARDS

**Eagle Scout** | Boy Scouts of America