Tim Kelly

TECHNICAL PRODUCT MANAGER

Profile

Technical product manager with 3.5 years experience and previously the co-founder of a private tutoring business with $350k revenue and $100k profit.

Employment History

Web Developer, The Rambler Co, Sydney

MAY 2020 — PRESENT

Freelance web developer for a media company that creates authentic Australian travel stories. Built a CMS-powered website on Webflow. Installed website tracking with Google Tag Manager, Google Analytics and Active Campaign. Optimised website for 90+ scores on Google Page Speed tests.

Product Manager & Co-Founder, EcoSpot, London

NOVEMBER 2019 — APRIL 2020

Product manager for a business that helps people measure and reduce carbon footprints. Responsible for agile product management using Kanban, creating wireframes with Figma, installing Google Analytics and website development on Webflow. Resigned as a co-founder, due to uncertainty from COVID-19.

Search & Analytics Consultant, Next Gen Influence, Sydney

NOVEMBER 2019 — JANUARY 2021

Consultant for Esq Jewellery on behalf of Next Gen Influence. Created Google Ads for search, shopping and display. Installed dynamic product re-marketing on Facebook, Instagram and Google with Google Merchant Center and Facebook Pixel.

Product Manager & Co-Founder, Evolutionary Tutors, Sydney

JULY 2017 — NOVEMBER 2019

Product manager of a private tutoring business that generated $350,000+ revenue and $100,000+ profit before being acquired by a private buyer. Responsible for agile product management using Kanban, website development on Webflow, CRM management on TutorCruncher and tracking users with Google Tag Manager and Google Analytics.

Search Engine Optimisation (SEO) Executive, Optimistics, London

OCTOBER 2018 — OCTOBER 2019

Managing SEO projects using agile methodology for clients like Needle and Thread, Lucas Hugh and Birkett Long. Projects included website migrations, wireframes, content strategy and SEO audits. Major technologies included Shopify, Magento 2, Wordpress, SEMrush, Excel and Screaming Frog.

Education

Full Stack Web Development Bootcamp, The Odin Project, Remote

JANUARY 2020 — PRESENT

Creating websites with HTML, CSS, JavaScript, webpack, git, React and NodeJS.

Bachelor of Marketing and Media, Macquarie University, Sydney

JANUARY 2015 — DECEMBER 2017

Completed the course with a GPA of 3.9/4 and 1st in the capstone unit MECO399.

Details

0420314534
timpkelly1@gmail.com

Links

LinkedIn

GitHub

Web Development Portfolio

Skills

Agile Project Management

Web Development

SEO

CRM Software

Excel

Google Tag Manager

Google Analytics

Google Adwords

Facebook Business Manager

Webflow

Figma

Shopify