

VIK BOYECHKO

Digital Product Manager | Storyteller

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☎ (503) 545-6499

📍 Waconia, MN

EXPERIENCE

MZed.com

📅 January 2019 - Present 📍 Remote

Product Manager

- Oversee the development of custom front and backend solutions for a video course website serving both B2C and B2B customers through a portal.
- Responsible for defining and executing strategies for increasing and retaining annual subscribers by optimizing the customer journey.
- Manage a team of freelance web developers, iOS app developers, content creators, production crew, and marketing specialists, using JIRA for agile project management.
- Led the successful transfer of business ownership from an Australia-based founder to a European media group.

Oregon State University

📅 December 2018 - July 2021 📍 Corvallis, OR

Creative Studio Manager

- Directed a team of students, staff, and freelancers in creative digital media projects for Oregon's largest university, including graphic design, photography, and video storytelling.
- Responsible for website development, aligning with institutional brand and marketing goals.
- Managed the budget, key goals and metrics, audience analytics, client and partner communication, project timelines, and final deliverables.

Independent Marketing Consultant

📅 August 2014 - December 2018 📍 Anchorage, AK & Corvallis, OR

- Worked with clients such as Dropbox, Mozilla, and PBS to market products and business stories via video storytelling, news and blog articles, and social media content.
- Launched a tech gear website and grew it to 20k organic visitors per month using SEO and long form content.
- Created over 300 video stories for commercial and nonprofit marketing campaigns, and won two Emmy awards.

Alaska Public Media (PBS/NPR)

📅 September 2010 - August 2014 📍 Anchorage, AK

Digital Media Director

- Led the development of a new website that brought together three distinct units: TV, radio, and news - into a seamless user experience that became an essential website for Alaskans.
- Developed a system that enabled and trained a wide range of staff, volunteers, and citizen journalists to author and publish web content.
- Produced unique video stories about Alaskans that reached over 3 million people online, while generating over \$1 million in pledged fundraising.

SKILLS & KNOWLEDGE

- Strong communication skills, able to distill complex ideas and technology into effortless user experiences.
- Passionate about storytelling and customer journey mapping.
- Experienced in digital strategy and marketing objectives while employing brand standards.
- Skilled at prioritizing developer backlogs for agile sprint planning.
- Able to bridge technical and business teams for defining shared goals and KPIs.
- Seasoned in ecommerce gateways, subscription-based products, and sales funnels.
- Creative problem-solver with ability to quickly adopt new tools and workflows.
- Comfortable working with remote teams and stakeholders spanning multiple time zones.
- Self-starter with entrepreneurial ethos.
- Experience building websites using both proprietary CMS and Wordpress/Drupal.
- HTML, CSS, and some PHP experience.
- SQL Database management and integration.
- Proficient in Photoshop, InDesign, Illustrator.
- Skilled at copywriting and technical writing.
- JIRA, Basecamp, and Monday for project management.
- MIRA for collaborative design and brainstorming.
- Google Analytics, Search Console, and SEO tools such as Ahrefs, SEMRush, Majestic.

EDUCATION

B.A. in English

Portland State University

📅 2006 📍 Portland, OR