

William Gibson

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SUMMARY

Product Manager with a 6-year background in Finance and Entrepreneurship, inspired by innovation at the intersection of technology and business with an admiration of impactful products and their customers. Effective at forging relationships and working cross-functionally, combining a diverse technical skillset, innate business acumen, and problem solving to achieve exceptional results.

TECHNICAL SKILLS

Skills: Product Lifecycle Management, Product Strategy, Product Design, Wireframing/Prototyping, UX/UI, Analytics

Applications & Systems: Microsoft Excel, Tableau, Keynote, Oracle Essbase, SAP BusinessObjects & Core Finance

Languages, Libraries, & Technologies: HTML5, CSS3, JavaScript, Python, Ruby, JSX, jQuery, Node.js, MySQL, MongoDB, Express.js, Handlebars.js, ReactJS, RESTful API, JSON, AJAX, Git, Heroku, Command Line, VS Code

PROFESSIONAL EXPERIENCE

Apple | Finance Development Program Analyst | Cupertino, CA **Summer 2016 | October 2017 – February 2020**

- Apple's Finance Development Program (FDP) is an extremely selective two-year rotational program for high potential entry-level talent (25 participants out of ~1000+ applicants per cohort)
- Completed an internship and 8 twelve-week rotations across the Finance organization, working with diverse business partners in Product Marketing, Operations, Engineering, R&D, Retail Store Ops/Real Estate, and US Sales
- Achieved expectations at a high-level and interest in non-rotating placement in all 9 reviews from rotation managers

Product Marketing: International Pricing

- Collaborated in the international pricing of NPI and sustaining Watch, iPad, Mac, & Accessory products for split Fall launch cycle, performing extensive modeling and portfolio & competitive analysis for both intro and repriced SKUs
- Developed International Price Committee slides covering Portfolio Value Proposition and Competitive Analysis, including market share and competitor price comparison/strategy data for the Executive Leadership team

Global Finance Projects: Operations/Engineering BPR

- Administered 5 system implementation projects through phases of Apple's standardized Project Life Cycle
- Accomplished project management activities included coordinating meetings, negotiation between partners, tracking KPIs, and communication of key information to ensure in-scope and on-time project completion

Retail: Real Estate & Development

- Spearheaded Portfolio Tool 2.0 Project seeking to extract and organize all relevant data and metrics from archived proformas dating back to 2014, enabling swift comparison and analysis between current & prior new store and replacement store proposals in order to speed up leadership approval process by ~20%

WW Operations: Procurement FP&A

- Coordinated cross-functional meetings with GSMs for 3 monthly fixed product cost forecast deliverables and presented variance analysis to Strategic Partnerships & Operations VPs

The Coca-Cola Company | National Retail Sales Intern | San Ramon, CA

Summer 2015

- Devised and forecasted promotional pricing scenarios for 12 product packages across 14 Albertson's divisions nationally, resulting in analysis of program Retail Dollars, AGP, and ROI figures
- Performed trade spend analysis on various promotions using regression modeling to evaluate effectiveness and ROI, producing an optimized use of checkbook funds and useful data for Account Managers

J.P. Morgan Securities | Summer Analyst | San Francisco, CA

Summer 2014

- Gained exposure to capital markets and private wealth management through analyzing new investment opportunities, maintaining client portfolios, and prospecting new clients for several financial advisors

WEB DEVELOPMENT PROJECTS

JobKit | **GitHub:** github.com/wtgibson/job-kit | **Deployed:** job-kit.herokuapp.com

- JobKit is a cloud-based application enabling users to actively track and manage job applications during their job hunt, storing pertinent application details and providing available job opportunities for users to find their dream job
- Accomplished aspects of the project included Front-End development and UI/UX, leveraging HTML, CSS, UIKit, and Handlebars

GeoHunt | **GitHub:** github.com/wtgibson/geo-hunt | **Deployed:** geo-hunt-game.herokuapp.com

- GeoHunt is a virtual geographical scavenger hunt for location targets around San Francisco and beyond
- Accomplished aspects of the project included Back-End development and UI/UX, utilizing HTML, CSS, React.js, Node.js, MongoDB, Bootstrap, and React Bootstrap

GameBoard | **GitHub:** github.com/wtgibson/game-board | **Deployed:** wtgibson.github.io/game-board

- GameBoard is a web application that integrates information from several third-party APIs, providing users an easy-to-use discovery platform of new potential games to play
- Accomplished aspects of the project included server-side YouTube Videos API calls & client-side embedding, wireframing, and UI/UX, employing HTML, CSS, Tailwind, and JavaScript

LEADERSHIP & INVOLVEMENT

Tau Kappa Epsilon Fraternity | Beta Sigma Chapter | Los Angeles, CA
Treasurer (2015) | V.P. of Philanthropy (2014) | Pledge Class President (2013)

August 2013 – May 2017

Los Angeles Community Impact Consulting | Los Angeles, CA

January 2015 – May 2017

- Implemented strategic solutions for the scalability and expansion of a charter school management organization
- Compiled primary and secondary research for recommendations on an organizational structure development strategy

EDUCATION

The Job Hackers | Agile MBA Certificate | San Francisco, CA

November 2020

Product School | Product Manager Certificate | San Francisco, CA

July 2020

UC Berkeley Extension | Full-Stack Web Development Certificate | San Francisco, CA

June 2020

University of Southern California | Los Angeles, CA

May 2017

B.S. Business Administration | Emphasis: Entrepreneurship

Cumulative GPA: 3.64