



business & product strategy

- ◆ Successfully developed and managed diverse products across multiple industries. ◆ Developed innovative methods for defining, prioritizing, and accomplishing goals to achieve maximum ROI and uncover new business opportunities. ◆ Created industry-leading products that have been emulated by competitors. ◆ Unique background of creative, analytic, and strategic roles helps to address problems from multiple perspectives. ◆ Constantly strive to exceed expectations by learning as much as possible about the company, industry, products, competitors, and customers, and keeping up with best practices, industry trends, and emerging technologies.

ux/usability/information architecture

- ◆ Extensive experience across all fields of user experience (UX). ◆ Balance the needs of the user with the goals of the organization (i.e., satisfying the customer while influencing them to take a desired action). ◆ Combine the study of human behavior, UX best practices, and feedback from users to constantly improve products. ◆ Developed products for a wide variety applications and end-users, including data-intensive applications for financial advisors and pharmaceutical reps, B2C and B2B retail sites, government welfare sites, and various mobile applications. ◆ Produced thousands of wireframes, use cases, personas, and flow diagrams, and familiar with all user testing methods.

team management

- ◆ Successfully built and managed multi-cultural and cross-functional teams. ◆ Recruit individuals with problem-solving skills, common sense, and enthusiasm that can work together or individually to create industry-leading products. ◆ Foster an environment of creativity and innovation; encouraging all team members to contribute ideas, learn new skills, and work toward a common goal.

graphic & information design

- ◆ Designed complete websites as well as company logos, marketing banners, graphics, icons, landing pages, marketing emails, print material, mobiles sites, and even billboards. ◆ Managed numerous in-house and contract designers. ◆ Defined standards and created style guides to insure consistency across products. ◆ Understand design principles, the importance of substance over style, and designing for different audiences. ◆ Ability to make information easy to comprehend across a wide range of audiences.

merchandising

- ◆ Increased visibility of high-margin products by adjusting presentation and placements. ◆ Designed tools for analyzing margin data and managing rebates. ◆ Developed strategy for introducing and testing new brands, categories, and products. ◆ Worked closely with Merchandising Managers to analyze sales by brand, category, and SKU. ◆ Learned to work with Minimum Advertised Price (MAP) rules, manufacturer incentive programs, and promotional programs to convey best prices, resulting in increase sales.

project management & business analysis

- ◆ Familiar with all popular project management methods and processes, and working with a various team sizes and styles. ◆ Experience with the different aspects of product development helps communicate successfully with stakeholders, clients, and developers. ◆ Wrote or contributed to every type of business document, including requirements, functional specs, product documentation, test plans, and use cases.

marketing & advertising

- ◆ Defined marketing banner strategy for website to increase visibility of various brands, categories, and products. ◆ Designed tool to schedule and manage on-site marketing. ◆ Designed banners and landing pages as necessary. ◆ Redesigned marketing emails which increased click-through-rates (CTR) and sales. ◆ Worked with Marketing Managers to increase engagement on social media. ◆ Launched company blog.

analytics, statistics & seo

- ◆ Designed business intelligence applications to collect data from multiple sources and produce reports for various business roles. ◆ Worked with analytics tools to measure key performance indicators (KPIs). ◆ Worked with SEO Managers to understand best practices, Marketing Managers to understand website and email metrics, and Development Managers to implement link tracking. ◆ Understand how to read and interpret data in order to make educated predictions, and avoid the pitfalls of confusing correlation with causation.

psychology

- ◆ Apply the latest research in human/consumer behavior to improve the user experience of websites and increase the efficacy of marketing material. ◆ Study neuromarketing and run A/B tests on colors, fonts, imagery, layouts, content and Calls-to-Action (CTAs) to improve conversions and increase sales.

database design & sql programming

- ◆ Experienced with various databases, writing SQL statements, and creating data dictionaries. ◆ Worked with developers to normalize data in order to improve product content. ◆ Understanding of data and the relationships has proven valuable when developing products and managing projects.

web development

- ◆ Developed sites built on PHP, ASP, JSP, and several proprietary technologies, and on dozens of different platforms. ◆ Development background allows me to work with programmers on coding strategies, as well as better understand how concepts will be implemented, what obstacles may exist, and the effects on performance. ◆ Managed several front-end development teams responsible for one of the first online brokerage websites, one of the first mobile brokerage sites, and one of the first international brokerage websites. ◆ Won awards for performance in an industry where transaction time was measured in milliseconds.

content management & copywriting

- ◆ Designed several applications for Content Management teams that have saved time and reduced errors in data entry. ◆ Wrote content for product descriptions, buying guides, and marketing material. ◆ Responsible for defining product content and pricing standards.

quality assurance

- ◆ Diverse background allows me understand and catch both the front-end and back-end issues such as formatting, coding, typos and grammar, content, consistency, performance, and compatibility across browsers and devices.

sales

- ◆ Worked with Sales and Customer Service teams to understand how customers shop for different product categories and what questions they have. ◆ Attended weekly sales meeting with vendors to understand products in order to improve presenting information to customers. ◆ Have held several brief positions in sales.

common sense

- ★ I've worked with enough people to know one of the most useful skills, and one that can't be acquired no matter how many years of experience someone has, is common sense. I'd like to think I apply common sense to the rest of the skills listed.