

*A results-driven Senior Technical Product Manager with over 7 years of experience leading technical projects, defining product roadmaps, and establishing release requirements that align with user needs, technical architecture, and business goals to achieve high-impact objectives and deliver consistent value with each release.*

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## PROFESSIONAL EXPERIENCE

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### Technical Product Manager | Mailchimp

Feb. 2020 - Sep. 2024

- Drove the rebranding and market repositioning of Mailchimp developer tool, Transactional (formerly Mandrill), resulting in a 10% increase in monthly revenue and a 115% rate of new user acquisition.
- Led the migration of the Mailchimp application from colocated servers to AWS Cloud allowing the app to scale and increasing reliability
- Collaborated with Sales and Marketing to design a centralized data storage solution for prospective customers, empowering the Data Science team to implement ML models for accurate predictions of activation
- Partnered with technical engineering platform and 4 product teams to establish and manage synchronized roadmaps, ensuring parallel development of new features and core technical functionalities for faster releases.
- Directed 6 product teams, prioritizing objectives, defining roadmaps, setting KPIs, and facilitating daily agile ceremonies to enhance team performance.
- Coordinated cross-functional team efforts to meet an accelerated release timeline for a new e-commerce and scheduling product, achieving 110% projected customer engagement within three months.

### Software Engineering Manager | Mailchimp

Jul. 2017 - Feb. 2020

- Managed cross-functional product teams in the delivery of Landing Pages, E-Commerce, and Websites, ensuring the high-quality software solutions aligned with project timelines and business goals.
- Spearheaded the evaluation and selection of a new JavaScript framework for Mailchimp's app rebuild, streamlining future technical decision-making processes
- Established and led daily Scrum ceremonies to foster an agile work environment, enhancing team collaboration and productivity.
- Led recruitment efforts to expand the engineering department by 35%, successfully interviewing and hiring top talent to meet growing demands.
- Developed a new engineering skills rubric to standardize the promotion process, resulting in increased morale and a clear understanding of growth areas, quantifiable by standardized levels and promoting based on key traits.
- Organized a company-wide internal hackathon, engaging 21 cross functional product teams to encourage creative problem-solving and collaboration

### Associate Technical Director | Hothouse Inc.

Jun. 2015 - Jul. 2017

- Developed a custom asset management platform for NBC, enabling efficient organization, access, and approval of Olympic assets across 500 affiliate networks, significantly improving communication and workflow.
- Created a tailored WordPress site for a client, allowing them to independently manage and publish daily content, enhancing their ability to maintain a current and engaging online presence.
- Led a development team of 5 engineers in delivering high-quality digital projects, ensuring alignment with project goals and client expectations.
- Streamlined internal processes to enhance efficiency and foster collaboration between the technical and creative teams by introducing weekly sync meetings.
- Provided mentorship to junior team members, facilitating their professional growth and integration within the team.

**Senior Front-End Engineer | Coca-Cola****Nov. 2014 – Jun. 2015**

- Developed and maintained front-end components for web applications, ensuring seamless integration with Coca-Cola’s existing SharePoint infrastructure.
- Collaborated with cross-functional teams to deliver user-friendly interfaces that aligned with Coca-Cola’s brand standards and technical requirements.

**Lead Full Stack Developer | Banyan Communications Inc.****Feb. 2012 – Nov. 2014**

- Spearheaded the development of multiple web and mobile applications, ensuring alignment with client needs and technical requirements.
- Presented strategic direction for digital projects, including creating wireframes, site maps, and interactive prototypes to guide development.
- Established coding standards to enhance consistency and efficiency across the company’s development processes.
- Acted as the primary liaison with independent contractors, managing day-to-day operations and ensuring seamless collaboration within the development team.

**Web Developer | Brandmovers****Jun. 2010 – Feb. 2011**

- Developed and implemented online sweepstakes contests, creating user-friendly front-end interfaces using PHP, HTML, CSS, and jQuery, and securing backend functionality with PHP and MySQL.

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**CORE EXPERTISE**


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**Skills**

Cross-Functional Team Leadership  
 Product Roadmap Development  
 Technical Decision-Making  
 Agile Methodologies  
 Qual. & quant. research  
 Feature prioritization  
 UI testing and design optimization  
 Wireframe/Prototypes

**Tech Stack**

JavaScript  
 ReactJS  
 Frontend Frameworks  
 Backend Development  
 MySQL/SQL  
 Cloud Storage  
 JIRA

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**EDUCATION**


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**Georgia Institute of Technology | M.S. | Digital Media****Spelman College | B.A. | Mathematics**