

Lynn Burke

Product leader passionate about driving vision and establishing data informed strategies. Focused on delivering user value and advancing organizations by fostering alignment across teams.

(917) 783-0567
itslynnburke@gmail.com

EXPERIENCE

The Metropolitan Museum of Art, New York

Head of Product Development

JUNE 2021 - PRESENT

Lead a team of Product Managers, Product Designers, and Analysts with a focus on enhancing the definition and growth of the product portfolio. I drive the group's vision and oversee the development and management of the product group's roadmaps. I am a strategic leader, team supervisor, and an advocate of the organization's digital products.

Group Product Manager

MARCH 2019 - JUNE 2021

Responsible for the product vision for metmuseum.org and onsite experiences. I oversaw several initiatives concurrently for a variety of user groups. I fostered team cohesion to create an optimal environment for product success and continuous improvement. I often shifted from high-level visions and strategies to guiding 3 Product Managers with quarterly objectives and day to day activities.

Highlights: Developed a dual path strategy for the Digital Department and drove a 31% increase in total traffic to The Met's website, 78% increase in users to the Collection Online, and 25% increase in international audience

Senior Product Manager

JULY 2017 - MARCH 2019

Product owner for all content driven areas of The Met's website as well as search, discovery, and the content management system. I would interface regularly with leadership, revenue teams, and stakeholders throughout the museum to create alignment and champion the needs of the user as well as use research and analytics to inform decision making.

Highlights: Launched A/B testing program that changed the way the organization approached development

SKILLS

Agile Methodology
Analytics
APIs
Budget Management
Content Management Systems
Data Modeling
Design Systems
Digital Transformation
Internationalization
Multivariate Testing
Mobile Apps
Personalization
Product Strategy
Project Management
Video Streaming
Transactional Platforms
Workshop Facilitation

CERTIFICATIONS

Columbia Business School
Executive Education,
Leadership Essentials

Scrum Alliance
Certified Scrum Product
Owner (CSPO)

Viacom, New York

Senior Product Manager

JANUARY 2017 - JULY 2017

Product owner for web experiences on MTV, Comedy Central, VH1, Spike, Logo, CMT and TV Land. Utilized data to understand customer needs, transformed them into actionable items, and worked closely with other teams to develop product roadmaps that improved engagement and monetization.

Highlights: Launched a new, data driven website for MTVU that saw site visits increase by 84%

Product Manager

DECEMBER 2015 - JANUARY 2017

Product owner for search and discovery experiences on MTV, Comedy Central, VH1, Spike and Logo websites. Ideated upcoming features based on industry trends, market research and analytics, and strategized release plans for selected features.

Highlights: Launched a new search experience on all network websites that increased search conversion rate by an average of 75%

Comedy Central, New York

Producer

NOVEMBER 2014 - DECEMBER 2015

Responsible for strategy and maintenance of the Comedy Central website and network app across all platforms. Wrote and maintained procedural documentation and style guides and worked with the product team to determine product requirements for the Comedy Central website and apps. Hired, trained and managed a team of 3 direct reports.

Highlights: Created documentation for Production Department that reduced troubleshooting inquiries time to publish

Production Coordinator

NOVEMBER 2013 - NOVEMBER 2014

Produced content for the Comedy Central app on iOS, Android, Roku, Xbox One, Chromecast, Windows 8 and Kindle Fire. QAed and submitted bug reports for the Product group.

Highlights: Launched the first Comedy Central app in April 2014

EDUCATION

New York University

Master's degree

Interactive

Telecommunications

Program

2010 - 2012

New York University

Bachelor's degree

Media, Culture, and

Communication

2007 - 2010