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Summary

I am currently the founder and product owner at Sportsfinda, Sportsfinda is a powerful platform built on a suite of tools enabling American College students to build and monetize their NIL.

In the past 8 years, I have the lead several Agile scrum development teams in the building of three large platforms in the Sporting and health industries using different programming languages for Mobile and web such as PHP, angular, react native, redux, react Js, and worked with different backends such as WordPress, Laravel, and Nodejs.

I have worked with organizations Such as FIFA, Euros, AFL, Superbowl, Australian Open, and many large organizations that require complex infrastructures and very stringent Security protocols.

I enjoy challenges and love to build and lead innovative fast-paced working development teams.

Experience



Founder/ product owner

Sportsfinda

May 2016 - Present (4 years 9 months +)

As Founder/Product owner, I was actively involved in developing a feasible business plan, budget, and key strategies.

To enhance the success of the company, I actively manage the following:

Take the lead of scrum teams as the Product Owner

Providing vision and direction to the Agile development team and stakeholders throughout the project and create requirements

Ensure that the team always has an adequate amount of prior prepared tasks to work on

Plan and prioritize product feature backlog and development for the product

Define product vision, road-map and growth opportunities

Assess value, develop cases, and prioritize stories, epics, and themes to ensure work focuses on those with maximum value that are aligned with product strategy

Provide backlog management, iteration planning, and elaboration of the user stories

Work closely with Product Management to create and maintain a product backlog according to business value or ROI

Lead the planning product release plans and set the expectation for delivery of new functionalities

Provide an active role in mitigating impediments impacting successful team completion of Release/Sprint Goals

Research and analyze market, the users, and the roadmap for the product
Follow our competitors and the industry

Keep abreast with Agile/Scrum best practices and new trends

Chief Technology Officer

Lazy Pharmacy

Feb 2018 - Present (3 years +)

My role at Lazy Pharmacy was bringing the vision of the founder to life. The founder of 25 yrs in clinical pharmacy had come across many problems that her team faced on a day to day basis. I was asked to solve these problems by building a product that is functional and innovative. My responsibilities included:

Product Plan & Vision

Scoping of product

Building System Architecture

Building Agile Development Framework

Outline the goals for research and development.

Creating timelines for the development and deployment of all technological services.

Making executive decisions on behalf of the company's technological requirements.

Acting as a mentor to team members.

Maintaining a consumer-focused outlook and aiding in the delivering of IT projects to market.

Managing technology budgets and time frames.

Staying on top of technology trends and developments.

Ensuring all technology practices adhere to regulatory standards.

Product Owner

Rosterfy

Aug 2019 - Apr 2020 (9 months)

- Develop a deep understanding of the Rosterfy product.
- Work closely with the management team to execute business strategy through product roadmap direction and market understanding.
- Create a shared understanding of user problems and needs in the business.
- Communicate product roadmap to the wider business.
- Review and develop pricing models.

Delivery Lead Responsibilities

- Involvement in technical scoping as required. This includes managing development workload, task management, resource, timelines, deliverables & quality assurance.
- Set deadlines for the development team and communicate this to the wider business.
- Define Customer User stories that can then be transferred to the product team for development.
- Work closely with the development team to build out product roadmap and prioritize tasks.
- Manage product backlog.



Managing Director

Apr 2014 - Mar 2018 (4 years)

In this role, I am primarily responsible for developing and implementing an effective and profitable strategy for the business, ensuring compliance with company's vision, mission and overall directions. In order to achieve this, I effectively managed a team who contributed to the company's success.

I was personally accountable for growing the business from \$0 to \$150,000 in the company's inaugural year, and subsequently increased the business year-on-year by 40%.

In addition, I was responsible for the following

- Identifying potential acquisition or sale of companies in order to enhance shareholder values
- Devising and implementing marketing and social media strategies to increase website traffic through utilising a combination of paid searches, SEO and PPC
- Developing and managing digital marketing campaigns as well as managing online brand and products within budgetary parameters
- Redesigning and enhancing company website by improving usability, design, content and conversion
- Monitoring customer research, market condition and competitor data
- Reviewing and implemented new technologies to ensure company remained abreast of developments in digital marketing
- Investigating, reviewing and executing advertising campaigns, determining best medium of advertising, including radio, television, print, online and billboards, for each campaign
- Successfully negotiating contracts, inspecting creative elements and layouts
- Developing pricing strategies for products to be marketed aligned with client's budget and company requirements and presented marketing campaigns, offered advice and strategies to clients



Marketing & Public Relations Executive

MCCA Islamic Finance & Investments

May 2013 - Mar 2016 (2 years 11 months)

As a Marketing and Public Relations Executive, I collaborated with the

marketing team to develop and implement effective social media strategies, replacing overt sales pitches with focus on engagement and customer care.

I was successful in achieving an increase on social media ROI by 275% and digital lead generation by 124%.

To increase the company's social media audience, I developed and executed engaging, viral content, including contest, original videos and crowd-sourced voting applications.

As a result, Facebook 'likes' were increase by over 10 times, and Twitter followers increased from 2000 to 25,000.

I was responsible for improving Google Ad-words ROI by 104% and achieved top organic rating for key phrases.

I successfully launched the company's first email marketing strategy, resulting in the database increasing by 178%.

Furthermore, I was tasked with

- Managing the transition of the company blog from proprietary software to HubSpot, enabling all employees to create and post content
- Enhancing PPC advertising, removing underperforming or costly adverts and conducting A/B tests to optimise adverts, resulting in immediate performance improvement
- Auditing content to identify SEO/traffic generation opportunities and guided freelance writers to create high-impact content
- Analysing monthly reports and identifying areas for improvement

Marketing Internship

Flip Apparel

Jan 2012 - Mar 2013 (1 year 3 months)

In this internship, I was accountable for the following:

- Assisting with managing social media channels to increase user engagement
- Drafting and editing copy for social media channels
- Monitoring social media analytics, including page views, twitter followers, and compiling comprehensive reports detailing growth and pertinent activity
- Collaborating with marketing teams to conceptualise ideas for new and innovative marketing and social media campaigns
- Assisting with obtaining data to compile marketing reports and supported for a variety of marketing and advertising programs
- Providing comprehensive research from industry-specific sites, such as blogs and forums, to compile product reviews, customer comments and additional, relevant information

Education

RMIT University

Master's Degree, Masters of marketing

2019 - 2021

Currently completing a Masters in Marketing.



Rmit Activator Accelerator program

Entrepreneurship/Entrepreneurial Studies

2019 - 2019



Swinburne University of Technology

Bachelor's Degree, Marketing

2010 - 2013

Bachelor Of Business(Marketing)



Victoria University

Bachelor of Business (management), Business Administration, Management and Operations

2008 - 2012

Bachelor of Business(Management)

Licenses & Certifications



Inbound Certification - HubSpot

Issued Jan 2016 - Expires Feb 2017



Inbound Certified - HubSpot Academy

Issued Jun 2017 - Expires Aug 2019



Inbound Sales certified - HubSpot Academy

Skills

Marketing Strategy • Strategic Planning • Agile Methodologies • Jira • Agile Project Management • Product Development • Product Management • Product Marketing • Scrum • Software Development