



MICHELLE JOWITT

SALESFORCE CONSULTANT
PRODUCT MANAGER
TECHNICAL WRITER

PROFILE

Seasoned software professional with over 20 years of experience brings poise, relentless dedication to customer success, and the growth of creative solutions. Gifted logistician and organizer.

CONTACT

info@jowittconsulting.com
www.linkedin.com/in/mjowitt

Work: (415) 226-9698

KEY SKILLS

Agile Software Development • JIRA • Perforce • Confluence • Force.com Platform • Salesforce Lightning & Classic • Pardot • Marketing Cloud • Balsamiq • Google Analytics • Acrobat Pro • Apple App Store Connect • Google Play Developer Console • Requirements Documents • User Guides • Online Help • Pilot Programs

CERTIFICATIONS

Salesforce Administrator #19750065

ACTIVITIES AND INTERESTS

Girl Scouts Troop Leader • Modern Art • Golf • Dogs

EXPERIENCE

MANAGING PARTNER, JOWITT CONSULTING INC.

JULY 2018-PRESENT

Salesforce CRM consultant for corporate and nonprofit clients. Projects include: custom Lightning UIs for Sales Ops and Sales & Marketing teams, contextual call scripting module for an Inside Sales team, custom forecasting module for flexible recurring fee schedules and installments, etc.

DIRECTOR OF DIGITAL PRODUCT MANAGEMENT, RODAN & FIELDS

JUNE 2016-JULY 2018

Established a 7-person digital product management team at the #1 skincare brand in North America, with \$1.6B annual revenue and 42% YOY growth. Delivered a differentiated, mobile first experience for 400,000+ independent skincare consultants around the world, including the launch of the Australian market. Released mobile and web apps that empower entrepreneurs with the back-office reporting, social marketing tools, and other business solutions they need to be successful "CEOs on the go."

SENIOR PRODUCT MANAGER, SALESFORCE.COM SERVICE CLOUD & FORCE.COM PLATFORM

2012-2016

Owned the social media customer service channels for a product line with a \$1.8B annual run rate, 40% YOY growth, and 15.7% market share. Managed strategic corporate partnerships with Facebook and Twitter. Product owner for Salesforce Knowledge, a cloud-based knowledge management product that serves 750+ million knowledge base articles a month to customers worldwide. Led cross-functional product teams for Force.com, the world's dominant platform as a service which enables enterprise and mobile development in the cloud.

FROM SENIOR TECHNICAL WRITER TO DIRECTOR OF TECHNICAL DOCUMENTATION, SALESFORCE.COM

2004-2012

Grew a global team of over a dozen technical writers to document the Sales, Service, Chatter, and Mobile product lines using a DITA XML architecture. Published online help, release notes, API guides, and other user guidance deliverables.

SENIOR TECHNICAL WRITER, ORACLE CORPORATION

2001-2004

Engaged with global product development teams to write and publish online help, PDF guides, and interactive online courseware. Also built and maintained intranet sites.

EDUCATION

BACHELOR OF ARTS, UNIVERSITY OF CALIFORNIA, BERKELEY

1999

SUMMA CUM LAUDE • PHI BETA KAPPA

INVENTIONS

- U.S. Patent 8,966,440 – Custom Application Creation in Multi-Tenant Systems
- U.S. Patent 10,409,808 – System and Method for Metadata Management Via a User Interface Page