

## Professional summary

Seasoned professional with over two decades of extensive experience in the digital operations field, showcasing proficiency in product management, website development, and leadership roles. Recognized for creative problem-solving and delivering projects within budget and timelines. Adept at coordinating cross-functional teams across multiple locations, managing diverse teams encompassing help desk support, digital ad trafficking, and creative design. Proven track record in enhancing internal operational processes to optimize client satisfaction and accelerate turnaround times.

## Employment history

### **IRIS.TV | Director of Technical Account Management | Remote**

*May 2022 - Present*

- Proactively identify client issues through IRIS.TV's available tools and triage urgent issues across products for active Publishers. Used JIRA for creating and tracking support tickets.
- Develop and share best practices with team members to continually improve operational efficiency, quality of work, and platform effectiveness.
- Collaborate with Product and Engineering teams on technical setup for Publishers.
- Maintain client-facing documentation for all integration aspects across all partners. Used Confluence for internal and external documentation.
- Develop an in-depth understanding of IRIS.TV's technology and underlying architectures and be able to translate technical concepts.
- Lead a team of Technical Account Managers to ensure successful implementation and integration of IRIS.TV's video recommendation platform for clients.
- Identify new opportunities for product enhancements and communicate them effectively to the Product team, based on client feedback and market trends.
- Collaborate with cross-functional teams to identify and implement new features and enhancements to IRIS.TV's video data platform, based on client feedback and market trends.
- Provide ongoing training and mentorship to Technical Account Managers to enhance their skills and knowledge in client onboarding, technical support, and platform management.
- Develop and execute strategies to maximize client retention and satisfaction.
- Analyze client data and provide insights and recommendations to improve the performance and effectiveness of IRIS.TV's video recommendation platform.
- Develop and drive strategic initiatives to expand IRIS.TV's video data platform into new markets and industries, based on market research and analysis.

### **Frankly Media / Engine Gaming | Director of Professional Services & Product Operations | Hybrid**

*May 2017 - Mar 2022*

- Worked with multiple teams across the company to develop, integrate and launch client websites, mobile and OTT apps. Utilized Slack for communication between groups as well as clients.
- Led a team of individuals to support client requests and needs for enhancements, platform changes and technical support. Utilized Slack for internal communications, JIRA for product development tracking and Smartsheet for project and task management.
- Prepared and managed User Acceptance Testing (UAT) for projects. Play a role as an executive lead in sprint planning and strategies for future development.
- Led and attended SCRUM sessions for product development.
- Collaborated with cross-functional teams to identify and implement process improvements that enhance efficiency and effectiveness of professional services and product operations.

- Established and maintained strong relationships with key stakeholders, including clients, internal teams, and vendors, to ensure effective collaboration and successful project delivery.
- Developed and implemented a comprehensive training program for new hires to ensure they are equipped with the necessary skills and knowledge to successfully onboard clients and deliver exceptional customer service.
- Managed the development and implementation of new features and enhancements for client websites, mobile and OTT apps to meet the changing needs and expectations of the market.

### **Cordillera Digital | Senior Director of Operations & Client Solutions | Saint Paul, MN**

*Jan 2010 - May 2017*

- Managed staff of fulfillment and operations team members responsible for helpdesk support, creative design, paid search, and ad operations.
- Utilized JIRA for helpdesk support and task tracking.
- Develop and implement a comprehensive client solutions strategy to optimize customer satisfaction and drive business growth.
- Developed and implemented performance metrics and KPIs to measure the effectiveness of the fulfillment and operations teams.
- Effectively managed and optimized the company's technology infrastructure to support the operations and client solutions teams.
- Led a cross-functional team to identify and implement process improvements that increase efficiency and productivity.
- Collaborated with senior leaders to develop and execute strategic plans to drive operational excellence and achieve business objectives.

### **Evening Post Digital / Cordillera Digital | Director of Technology & Programming | Lexington, KY**

*Mar 2008 - Jan 2010*

- Managed transition of 13 television stations to a new in-house React-based Content Management System in a 6-month time.
- Managed multiple project integrations for properties including Google Ad Manager, Social media platform launches, Health component enhancements, and several individual property projects.
- Built internal team tools using Drupal.
- Led a cross-functional team in the development and execution of innovative technology solutions to improve user experience and drive revenue growth.
- Identified and evaluated emerging technologies that could enhance the company's technical capabilities and drive innovation.
- Collaborated with cross-functional teams to identify and prioritize technology initiatives that align with the company's overall business goals and drive revenue growth.
- Developed and implemented a technology roadmap that aligns with the company's long-term strategic goals and objectives.

### **WLEX-TV / Owned by Cordillera | Internet Director | Lexington, KY**

*Jun 2006 - Mar 2008*

- Lead programmer and project manager for all web-based components and elements.
- Developed a coupon website and grew it to a user base of over 15,000 people.
- Managed and assisted with day-to-day activities on the website including ad-insertion, content editing and adding components to television station websites.
- Helped drive increase of traffic from an average of 0.9 million page views per month to over 2.1 million page views per month.
- Analyzed website analytics and user behavior to identify opportunities for optimization and improvement.
- Identified and implemented new online advertising strategies to attract and retain a larger audience for the television station websites.
- Collaborated with the sales team to create and implement website splash pages and sales materials to attract new advertisers and increase revenue for the television station websites.

- Collaborated with the news team to develop and implement online content strategies to increase website traffic and user engagement.
- Developed and implemented a social media strategy to increase brand awareness and engagement on platforms such as Facebook, Twitter, and Instagram.
- Managed and optimized website performance through regular performance monitoring and analysis to ensure maximum user engagement and satisfaction.
- Managed and coordinated website redesign projects to improve user experience and increase website traffic.

## Education

### 305TH Military Intelligence Battalion, Ft. Huachuca, AZ

*Active Duty 1995 - 1996*

### University of Kentucky, Lexington, KY

*Attended Aug 1992 - Jun 1993*

### Paul Laurence Dunbar High School, Lexington, KY

*Graduated in Jun 1992*

## Professional Skills & Software

**Ability to work with PHP, JavaScript, HTML and JSON**

**Slack Messaging app**

**WordPress, Drupal Content Management Systems**

**Jira (Agile planning, Kanban, and Scrums)**

**Database server management (SQL, MySQL)**

**Microsoft Office**

**Powerful skills in API development, specifically for web use**

**Salesforce CRM**

**Google Ad Words**

**Social Media Marketing**

**Web server management**

**Database queries**