

Jack Rudy

Product Manager | Business Analyst

Los Angeles

PROFESSIONAL SUMMARY:

Skilled and versatile **Product Manager** and **Business Analyst** with 15 years of experience managing all aspects of design and development for mobile apps, websites, web applications, streaming services, OTT, and marketing campaigns for Fortune 500 companies including: Disney, NBCUniversal, Sony, Fox, New Line, CBS, ESPN, Ford, Lexus, Wendy's, Red Bull, Safeway, Doritos, Oberto, Progressive Insurance, 2K Games.

Equal parts planning expert, problem solver, strategic thinker, and team leader. Dedicated and dependable in a Sprint, and always thinking one step ahead. Passionate about championing product innovation, vision, consumer insights, and effectively articulating user stories and requirements in an Agile/Scrum environment.

Excellent writing and communication skills. Comprehensive understanding of web and mobile technologies and User Experience design best practices.

Analytical, collaborative, and technical with an impressive track record of working in cross-functional partnerships to improve business processes, and deliver inspiring user experiences.

PROFESSIONAL EXPERIENCE:

Jack Rudy Product Management Consulting, Los Angeles

Product Manager | March 2017 – August 2019

Product management consulting services. Specializing in: business analysis, Agile methodology workflow, key metrics reporting, business requirements specification, user stories, wireframes, roadmaps, test plans, value proposition,, market research, product launches, product planning, media planning, consumer insights, mobile platform app development, continuous improvement. Tech: Salesforce, SAP, MicroStrategy, Kissflow. Engagement manager of stakeholder relationships (expectations, communication, negotiation, escalation, feedback). Successful delivery of marketing and finance technology solutions and measurable improvement of development portfolio velocity by coaching agile methodology and standardizing Jira workflow processes.

Key Client: NBCUniversal.

Docler Media, Los Angeles

Product Manager | November 2015 – March 2017

Successfully launched VU2, a mobile video-streaming social network app for IOS and Android. Product management for the full lifecycle from concept through execution, assuring the vision was collectively understood, well-executed and the result was engaging and impactful. Evaluated the competitive

landscape and identified trends. Held stakeholder and customer insight interviews to create the product roadmap. Conducted customer research and quantitative analysis. Developed Agile/Scrum user stories, wireframes, functional requirements and presentations to inform business stakeholders, creatives, developers, and communicate the product vision.

Merkle Inc., San Francisco

Senior Producer / Product Manager | June 2014 – August 2015

Managed Agile teams within the Performance Marketing practice focused on data science driven Optimization and Predictive Personalization SaaS products.

Achieved 3-15% conversion gains for clients in Banking, Insurance, Healthcare, Energy, Retail, and Travel (over 7 million monthly user transactions).

Created and combined data products to support consumer behavioral experiments (A/B, Multivariate quantitative testing methods). Statistical analysis.

Extensive Stakeholder communication and presentations to interpret test results and align business goals with evolving consumer insights, product design adaptation, and media strategy.

Salesforce, SiteCore, Hubspot, Optimizely, Google Analytics, Change Management, Business Analysis

iProspect Agency, San Francisco

Senior Producer | September 2013 – June 2014

Project managed Search (SEO, SEM), Programmatic and Content Marketing campaigns. Met all 3-5% Conversion Lift targets.

Stakeholder requirements gathering, user story writing, backlog grooming, and management of the Jira project and acceptance criteria. Delivered winning results as OMMA magazine Search Agency of the Year. Partner Clients in SaaS, Technology, Consumer Electronics, Financial Services, Retail, E-commerce, Media, Entertainment, Publishing, and Consumer Packaged Goods.

True Action, an eBay Inc. Company, San Francisco

Program Manager - Business Analyst, Consultant | May 2013 – August 2013

Program Management and campaign planning for the national product launch of Wells Fargo Small Business - a financial services product. Owned the overall Product Vision and Marketing Communications Plan (\$35 million) for websites, live video webisodes, digital, print and broadcast ads, OTT, sweepstakes, social marketing influencer, in-store, diversity and media buying strategy.

CBS Television Studios, Los Angeles

Project Manager | August 2009 – August 2013

Entertainment Industry, prime-time network broadcast development and production. Contract legal negotiations, licensing. Creative direction of music.

Something Massive, Los Angeles

Account Director and Senior Producer | August 2011 – November 2012

Business Strategy and Project Management for social marketing, web, print campaigns. Game application design and Agile development for mobile devices. Strong focus on Content Marketing and Entertainment Marketing. Tools: Unity, Flurry, Adobe Analytics, Tableau, BI analytics, Jira, twitch, rich media.

Key Projects: Game Designer and Producer for Red Bull Formula One racing game (IOS, Android). Over 1 million downloads.

4 Hennessy social media marketing campaigns.

The Famous Group, Los Angeles

Senior Producer | March 2010 – July 2011

Entertainment Marketing Project Management (Goals, Budget, P&L, Schedule, and Scope). Oversight of multi-channel design, development, and resource management. Creative services management of live video production shoots, talent issues and licensing technologies. Strong working relationships with production teams, content management teams, engineering development teams (remote and in-house), and creative teams.

Accounts and Campaigns:

Ford/Lincoln: New car model release campaign. Managed fast-paced teams from pitch through development and delivery.

Pinnacle foods – Hungry Man TV Dinners: Produced integrated multi-platform social media campaign – 9 episode video webseries, IOS mobile application, Facebook, youtube, print.

Lexus: New car model release campaign.

Napa Auto Parts: Facebook consumer web application.

Ground Zero Advertising, Los Angeles

Director of Digital Marketing | February 2009 – February 2010

Directed production of all Ground Zero's digital advertising client projects. Gatekeeper for all delivery. Ensured all projects were resourced appropriately so that high quality solutions were delivered on time and on budget (P&L) according to defined scope, timeline and cost. Teams focused on all aspects of digital marketing including business due diligence and market analysis, User Experience design, digital advertising (SEM, SEO, PPC), integrated social media campaign strategy and management, website and application development (HTML5, Responsive), systems integration (CMS, AWS), and innovative technologies (VR, Augmented Reality)

Clients: ESPN, Doritos, Oberto, Mercury Insurance, 2K Games.

Trailer Park Agency, Los Angeles

Senior Producer | August 2007 – January 2009

Project Management for the marketing, creative strategy, creative development and implementation of marketing campaigns for leading branded entertainment clients. Defined product development process, deliverables and milestones (PMI, Agile, requirements) from concept through completion. Oversaw creative, production, and quality assurance (QA) teams to ensure timely, cost-effective project delivery. Responsible for project scoping, budgeting (accuracy rate within 5%), scheduling, risk analysis, tracking (AdOps), reporting, cost management, and change management. Led account management teams – developing product strategy, revenue growth (+15%), securing new accounts, and communicating timelines and project details. Collaborated with Entertainment Studio clients' brand marketing, production, localization and media technology counterparts. Managed vendor relationships and strategic partnerships. Produced over 100 web applications.

Clients: Sony, Disney, NBC/Universal, Warner Bros.

Proxicom Agency, Los Angeles**Senior Producer | January 2006 – February 2007**

Project Managed an online marketing team of developers, designers, copywriters and content providers. Maintained account relationships with agencies and client content partners. Articulated the user experience, the business strategy and applied best practices. Created and managed project scope specifications, schedules, and user acceptance (UAT) delivery.

Tools: Adobe Photoshop, HTML, SQL, Microsoft Office, Powerpoint, Jira, Microsoft Project.

Deadline Agency, Los Angeles**Senior Producer | November 2004 – November 2005**

Project Management for the marketing media strategy, creative services, development and implementation of digital marketing campaigns for America's top branded entertainment companies. From concept through delivery, defined deliverables and milestones. Oversaw creative, production, and quality assurance teams to ensure timely, cost-effective project delivery (CCM). Responsible for project scoping, finance budgeting, scheduling, risk analysis, tracking, reporting, cost management, and change management. Led account management teams and increased sales account revenue and met 100% of margin targets. Secured new accounts, and communicated timelines and project details. Maintained relationships and collaboration with clients' brand marketing, production and technology counterparts. Managed content partners and vendor relationships. **Clients:** Mattel, Disney, Touchstone, Miramax, Universal, New Line, Sony.

Nexgenix Inc., Los Angeles**Production Director | January 2000 – February 2002**

Managed web production division of leading web services company. Responsible for the delivery of high impact websites with innovative community features. Most project budgets over \$5 million. Presented business cases which established all production methodology and hiring criteria. Provided leadership and influence in business development, forecasting, and best practices. Responsible for all strategic matrix analysis—project scoping, budgeting and scheduling.

The Walt Disney Company, Burbank**Senior Producer | January 1996 – December 1999**

Responsible for defining and leading the web efforts of the Disney Television new technology team. Scoped, scheduled and budgeted all new web-based applications. Editorial approval of all content. Ensured rigorous and consistent branded customer experience (UX) quality standards. Managed multiple application development teams. Initiated and coordinated business processes and employee training programs and reviews.

EDUCATION:**University of California Berkeley**

Bachelor of Arts

Rhetoric, 1988

Berkeley, California

Whittier College

Juris Doctor

Law, 1992

Los Angeles, California

Google

Analytics Certification, 2016

Skills:

- Product Strategy
- Product Development
- Marketing Strategy
- Business Analysis
- P&L
- Team Building
- Brand Development
- Project Management
- Agile Development Methodologies (Agile, Scrum, PMI, SDLC, Kanban)
- User Needs, Use Cases
- Documentation
- Account Management / Client Services
- Website Development, Maintenance, Redesign
- Social Media Applications
- Search Engine Marketing (SEM, SEO, PPC)
- Data Analytics
- Data Driven decision making
- Content Management System (CMS)
- Quantitative Research Methods
- Display Ads (Standard/Rich Media)
- Email Marketing
- Performance Marketing
- Mobile Platform Device Gaming Design And Development
- Personalization And Optimization
- Audience Segmentation
- Persona Creation and Customer Insight
- Brand Positioning
- Competitive Landscape Analysis
- Film and Television Production Workflow
- Content Marketing
- Cost benefit analysis
- SWOT analysis
- Return on investment forecasts
- Project proposals
- Project charters
- Risk analysis
- Public Speaking