

CAITLYN SMITH

Product, Program and Process Professional

Caitlyn Smith is a **3-for-1 special** of Product Manager, Program Manager and Operations Manager. She has made her career as “**Chief Gap Filler**” making an impact at **Fortune 500 companies**, gaining an experience in a wide variety of industries and specialties.

Experience by Years

- **Product Manager** : 7 years
- **Program Management**: 8 years
- **Project Management**: 13 years
- **People Management** : 3 years
- **Data Analysis/Business Strategy** : 3 years
- **Product Design Management** : 4 years

Contact

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Skills

Technical Skills

- Agile Management
- Shipping iterative software products
- Product Lifecycle Management
- Architecture and workflow mapping
- Writing user stories, BRDs, RFPs and SOWs
- Atlassian JIRA
- Smartsheet
- Tableau and data analysis
- Privacy & Compliance Reviews
- Managing Scrum/Engineering Teams

Soft Skills

- Executive Presentation Skills
- Team Management/ Building
- New business and opportunity sizing
- Risk Assessment and Mitigation
- Crisis Management
- Managing cross-functional teams
- Coaching/ Mentoring
- Go-to-Market Strategies
- Quickly learning and adapting to new industries

Education

Masters of Business Administration (MBA)

University of Illinois at Urbana-Champaign
Specialties: Digital Marketing, Strategic Leadership, Innovation

Bachelor of the Arts (BA)

Pennsylvania State University
Majors: Film/Video; International Studies
Minors: German, Japanese

Relevant Experience

Product Manager 2

INTUIT [Contract]

Additional Responsibilities: Product Marketing, Program Management, User Acceptance Testing (UAT) Management 2023 - present

- Drive feature capability roadmap, status updates & launches for feature launches across all capabilities in QuickBooks Online Advanced in Canada, UK and Australia
- Oversee international launches for features and enhancements such as Fixed Assets, Spreadsheet Sync, Revenue Recognition, Roles Based Access Controls and more
- Collaborate with customer success and product marketing leads on value propositions, timelines & communications plans
- Manage all aspects of international launches including demos, testing, documentation, debugging and trouble shooting

eCommerce Product Manager

ZOOM

Additional Responsibilities: Business/Product Strategy Management, Vendor Management, Financial Forecasting/Projections, Data Analysis & Regression 2021-2023

- Own strategy, roadmap, development & marketing strategy for Meetings, Add-Ons & Mobile
- Build connections from qualitative and quantitative data to ideate new products, stay ahead of trends to set pricing
- Create and drive a Mobile Buy Flow Proof of Concept, resulting in 93.8% growth of mobile revenue and doubling of conversion rate within 6 months
- Exceed KPIs by 250% and won customer focused award
- Advocated for best customer experience by developing first ever user personas, and performing first ever user testing

Growth Project Manager, Product Design

Disney+

Additional Responsibilities: Product Management, Program Management, People Management, UAT Management, Operations Management 2019-2021

- In absence of manager, act as team leader, including mentorship, navigating difficult conversations & team building
- Act as product manager in absence of one for features such as GroupWatch and Premier Access, translating technical and business requirements into actionable epics and user stories
- Oversee Disney+ Growth design roadmap, including resource allocation, writing requirements, retros, scoping and more
- Groom & maintain Disney+ backlog using Agile methodology

Project Manager, Platforms

MARVEL

Additional Responsibilities: Product Management, Program Management, People Management, Product Architecture, Operations Management 2016 - 2019

- Promoted to Project Manager from Assoc. Project Manager
- Oversee day-to-day responsibilities and performance of contractors, leading to full time hiring
- Create, obtain approval for and operationalize a fully automated approval system from scratch, used by the company for 8 years
- Define & manage processes/metrics for TWDC digital licensing
- Act as Product Manager for all Digital Licensed Products

Additional Experience Not Listed, Details available upon Request:
ESPN, Nickelodeon Animation, DreamWorks Animation SKG