

CAITLYN SMITH

814-574-9823

Caitlyn.marie.smith@gmail.com

[linkedin.com/in/cms5567](https://www.linkedin.com/in/cms5567)

[CMSProductProfessional.com](https://www.CMSProductProfessional.com)

Orlando, FL

SKILLS

TECHNICAL SKILLS

- Defining requirements and acceptance criteria across multiple industries and product categories
- Shipping iterative software products
- Customer journey mapping
- Product Lifecycle Management
- Architecture and workflow mapping
- Writing user stories, BRDs, and SOWs
- Atlassian JIRA
- Competitive research & analysis
- Agile Management
- Tableau and data analysis
- Privacy, Compliance, Security and Fraud Management

SOFT SKILLS

- Managing without a title
- Team Management
- Team Building
- Building Connections within Data
- New business and opportunity sizing to stay ahead of trends/competition
- Risk Assessment and mitigation
- Managing cross-functional teams
- Coaching/ Mentoring
- Vendor relationship management
- Developing Go To Market, Marketing & Pricing Strategies
- Competitive Analysis

AWARDS

- Customer Centered Values Award
- Emmy nominations (Team)
- ESPN Standing O Award
- 11 Grape Soda Awards (TWDC)
- 3 Snappy Awards (Zoom)
- Webby Awards (Team)
- Girl Scout Gold, Silver and Bronze

LANGUAGES

- Spanish (Spain)
- Japanese
- German

OVERVIEW

- **Product Management Experience:** 7 years
- **Program Management Experience:** 8 years
- **Project Management Experience:** 13 years
- **Product Architecture Experience:** 5 years
- **People Management (without title):** 3 years
- **Product Design Management:** 4 years
- **Data Analysis Experience:** 4 years
- **User Testing & Personas Experience:** 3 years
- **Additional experience not featured:** DreamWorks Animation SKG, Nickelodeon
- **Experience/expertise in:**
 - SVOD, Broadcasting and Animation
 - SAAS Products and Mobile Apps
 - eCommerce and Subscriptions
 - Accounting and Fintech
 - B2B and B2C models

RELEVANT EXPERIENCE

INTUIT | 2023 - present

PRODUCT MANAGER 2 - CONTRACT

- 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 & comms plans
- Manage all aspects of international launches including demos, testing, documentation, debugging and trouble shooting

ZOOM | 2021 - 2023

ECOMMERCE PRODUCT MANAGER

- Own product 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

Disney+ | 2019 - 2021

GROWTH PROJECT MANAGER, PRODUCT DESIGN

- 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

MARVEL | 2016 - 2019

PROJECT MANAGER, PLATFORMS

- Promoted to Project Manager from Assoc. Project Manager
- Oversee day-to-day responsibilities and performance of contractors, leading to full time hiring
- Define & manage processes/metrics for TWDC digital licensing
- Act as Product Manager for all Digital Licensed Products

ESPN | 2013 - 2016

CREATIVE ASSISTANT, PRODUCING BRANCH

- Manage projects with 12,000+ deliverables and 1M + budget
- Oversee all vendor relationships and deliverables

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Masters of Business Administration (MBA)

Specializations in Digital Marketing, Strategic Leadership, Entrepreneurship Innovation

PENNSYLVANIA STATE UNIVERSITY

Bachelor of Arts | Film/Video, International Studies

Minors | Japanese, German