

# CAITLYN SMITH

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## PRODUCT, PROGRAM AND PROCESS PROFESSIONAL

Caitlyn Smith is a **3-for-1 special** of **Product Manager, Program Manager** and **Business Strategist** with a **10+ year** history devliering results at Fortune 500 companies, including 8.5 years at The Walt Disney Company and its subsidiaries. As a **“Chief Gap Filler”**, she routinely steps up to **solve problems, drive strategy**, develop **new business opportunities** or upskill to **fill team needs** for which there is no bandwidth.

As a Program/Project Manager she's led cross-functional teams that prioritized developing groundbreaking technology and solution, while also being a part of building out PMOs and establishing SOPs for multiple organizations. Her projects and products have also resulting in major awards and nominations for her teams, such as winning a **Webby Award** and multiple **Emmy Nominations**. As a Product Manager, she's helmed customer facing product resulting in 93.5% increase in mobile revenue and spearheaded internal tool developments that saved \$1 million annually in lost employee productivity

## REFERENCES AVAILABLE UPON REQUEST

or view them now at <https://www.CMSProductProfessional.com/testimonials>

## EXPERIENCE BY YEARS

- **Product Management** : 8 years
- **Program Management**: 10 years
- **Project Management**: 15 years
- **Leading without authority/title**: 11 years
- **Product and GTM Strategy**: 6 years
- **People Management** : 3 years
- **Data Analysis/ Data Strategy** : 4 years
- **Product Design Management** : 4 years

## SKILLS

- **Management Skills**: Agile Methodology, Managing SCRUM & Cross-functional Teams, Vendor Management
- **Product Skills**: Roadmap Management, Defining Requirements/ KPIs, Writing User Stories, Software Architecture
- **Project Skills**: Managing Timelines, Writing SOWs, UXR, Grooming Backlogs, Leading Scrums, Retros & Stand-ups
- **Soft Skills**: Leading without authority, Navigating Ambiguity, Mentorship, Conflict Resolution, Risk Management
- **Business Skills**: Financial Forecasting, Business Strategy, Building Business Cases, GTM Planning, Data Analysis
- **Tools**: JIRA, Confluence, Trello, Smartsheet, Workfront, Tableau, Lucidchart, Figma, Chat GPT, Copilot, Azure (AI)
- **Specialties**: B2B / B2C , SaaS, eCommerce, Internal Tools, VOD, Product Design, Digital Licensing, CMS
- **Device Experience**: Mobile App (Android/iOS), Connected Devices (AppleTV, Roku etc.), Desktop/Web, Mobile Web

## EDUCATION

**University of Illinois at Urbana Champaign** - Masters of Business Administration (**MBA**)

**2019 - 2021**

*Specialties: Digital Marketing, Strategic Leadership, Innovation*

**Pennsylvania State University** - Bachelor of Arts (**B.A.**)

**2008 - 2013**

*Majors: International Studies, Film/Video Studies | Minors: German, Japanese*

## RELEVANT ABBREVIATIONS/ TERMINOLOGY :

- **TWDC** : The Walt Disney Company (& subsidiaries)
- **VOD** : Video on Demand; i.e. streaming
- **B2B/B2C**: Business-to-Business/Consumer
- **SaaS**: Software as a Service
- **GTM**: Go to Market
- **CMS** : Content Management System
- **PMO**: Project Management Organization
- **KPI**: Key Performance Indicators
- **UAT**: User Acceptance Testing
- **UX/UXR**: User Experience/ User Experience Research
- **CVR**: Conversion Rate
- **SOW**: Statement of Work, often used with vendors
- **SOP**: Standard Operating Procedure
- **WDI**: Walt Disney Imagineering

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## PROFESSIONAL EXPERIENCE

### Senior Technical Project Manager

Walt Disney World (TWDC)

11/2024 - present

- Manage portfolio of future attractions for the Mechanical Simulation Team/WDI, including estimates, project and program budgets, timelines, milestones, resource allocation, and forecasting
- Lead strategic discussions to align goals, optimize operations and eliminate inefficiencies, resulting in new organizational structure and SOPs
- Monitor and analyze financial trends, successfully advocating for corrective measures to realign budgets in accordance with leadership priorities
- Resolve team conflicts by facilitating respectful and productive conversations, fostering collaboration and positive outcomes
- Collaborate with WDI partners to set achievable timelines and budgets for large scale deliverables

### Product Manager 2 [Contract]

INTUIT

06/2023 - 06/ 2024

- Drive feature capability roadmap, status updates & launches for feature launches across all capabilities in QuickBooks Online Advanced in Canada, UK and Australia
- Oversee international Go-To-Market launches and product strategy for features such as Fixed Assets, Spreadsheet Sync, Revenue Recognition and more
- Collaborate with customer success and product marketing leads on value propositions, timelines & communications plans
- Oversee UAT for all international Advanced features, including documentation, recruitment and tracking of bugs
- Define International requirements to keep QBO Advanced in compliance in local markets

### eCommerce Product Manager

ZOOM

08/2021 - 02/ 2023

- Own and develop product strategy, product requirements, roadmap, development & marketing strategy for Meetings, Add-Ons & Mobile
- Won peer nominated customer focused quarterly award
- Create and drive a Mobile Buy Flow Proof of Concept, resulting in 93.8% growth of mobile revenue and doubling CVR within 6 months
- Exceed KPIs by 250% for ground breaking e-commerce flows, winning a best customer experience departmental award
- Develop first ever user personas for the company and use them to drive and forecast a new roadmap and new product marketing strategies
- Oversee vendor relationships for 3rd party integrations

### Growth Project Manager, Product Design

Disney+ (TWDC)

12/2019 - 08/ 2021

- Oversee subscriber growth design program as subscriber base grew from 26.5 million to 100 million (~277% increase)
- In absence of manager, act as team leader, including mentorship, navigating difficult conversations & team building
- Act as Product Manager in absence of Product Manager, including defining user acceptance criteria/ requirements
- Develop, lead and distribute Go-To-Market and launch strategies for new features and iterative enhancements
- Oversee Disney+ Growth design roadmap, including resource allocation, writing requirements, retros, scoping and more
- Manage up to 11 concurrent projects with minimal oversight
- Proactively assess risk, gauge impact and identify solutions for executive leadership team

### Project Manager, Platforms

MARVEL (TWDC)

07/2016 - 12/ 2019

- Promoted to Project Manager from Assoc. Project Manager
- Oversee day-to-day responsibilities and performance of contractors, leading to full time hiring
- Ideate and operationalize a fully automated approval system (including launch and operational strategies) from scratch, used by the company for 8 years
- Oversee website content entry and data migration to new proprietary PHP CMS database, including team management and tracking bugs in JIRA, resulting in a Webby Award Winning Website
- Build business cases for workflow investments and enhancements
- Define & manage processes/metrics for TWDC digital licensing
- Act as Product Manager for all Digital Licensed Products

### Creative Assistant

ESPN (TWDC)

06/2013 - 07/2016

- Coordinate large scale graphics packages up to 12,000+ deliverables through design, build, rehearsal and deployment phases
- Act as project, product and brand manager for various network franchises
- Forecast and adapt to potential setbacks in order to streamline production

**Additional Experience**(details available upon request): DreamWorks Animation SKG, Nickelodeon , Penn State

## BEYOND THE OFFICE

### Employee Resource Groups (ERGs):

Disney Women in Tech (FL Chapter) - 2025 - present

GET DEI Counsel member - 2025 - present

Disney Women in Tech (NY Chapter) - 2018-2020

Women@Disney - 2019-2021

- Founding Board member of NY Chapter
- Ideate and Host first ever career development panel in NYC
- Lead Recruitment Engagements and Drives

- First Women@Disney committee volunteer ever selected on the East Coast
- Lead and Host first Women@Disney career event in NYC
- Laid the ground work/foundation for chapter to officially be formed in NYC

### Misc/Other:

Girl Scouts of America

Rookie Camp Facilitator (ESPN): 2015-2016

- Volunteer to lead monthly onboarding/company welcome training
- Rookie Camp is ESPN's version of 'Traditions'

- Girl Scout Gold Award Recipient
- Girl Scout Silver Award Recipient
- Girl Scout Bronze Award Recipient