

Lauren Pease

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CV Website: www.laurenpease.com

Professional Summary:

- Experienced IT Project and Software Product Manager with over 10 years in the tech industry
- Proven track record in leading cross-functional teams to deliver high-quality software products
- Expertise in product lifecycle management, from ideation through launch and iteration
- Skilled in agile methodologies, data-driven decision-making, and user-centric design
- Holds a Master's degree in Management and a Six Sigma Green Belt certification

Professional Experience:

ACTEX Learning | Portsmouth, NH | January 2018 - Present

Vice President, Operations | November 2023 - Present

Director, Operations and Product Management | January 2019 - November 2023

Software Product Management

- Led the development and launch of 4 software products and 2 platforms, increasing user adoption by 30% and revenue by 20%
- Worked with stakeholders to set product goals, vision, and key performance indicators (KPIs)
- Used data analytics tools to monitor product performance and make ongoing enhancements
- Created a system for customer feedback to guide feature prioritization and development

IT Project Management

- Oversaw a team of 15+ engineers, designers, QA testers, and 5+ external agencies, using Agile methods for timely and top-quality releases
- Directed major IT projects using Agile, cutting delivery time by 25%
- Ran daily stand-up meetings, planned sprints, and led project reviews
- Controlled project budgets, schedules, and resources to ensure punctual and cost-effective completion

Website Management

- Managed high-traffic e-commerce websites, increasing user engagement by 45%
- Implemented SEO best practices, boosting organic traffic by 31%
- Collaborated with marketing and content teams to align with brand strategy
- Conduct risk assessments through SWOT analysis

Senior Product Manager | January 2018 - January 2019

- Kept product documents up to date, such as specs, user guides, and release notes
- Worked with development teams to prioritize feature lists in line with business goals
- Helped develop and launch new software products, focusing on user experience and interface design

ANN INC. | Kittery, ME | December 2016 – February 2018

Operations Manager

- Created sales strategies and ran promotions that increased sales by 15% each year
- Managed a team of 20+ employees, handling scheduling, training, and performance.
- Tracked KPIs and took action to meet performance goals

DrFirst, Inc. | Gilbert, AZ | April 2015 – November 2016

Associate Product Manager

- Assisted in developing and executing product strategies with the product management team
- Conducted user research and usability testing to inform product improvements
- Generated and presented market analysis reports to the team
- Managed product documentation, including user guides and release notes
- Coordinated with customer support to resolve product inquiries
- Helped create product training materials for internal teams

Atticue | Mesa, AZ | May 2013 – April 2015

Software Marketing Coordinator

- Executed multi-channel marketing campaigns, boosting brand awareness by 15%
- Managed social media content, increasing follower engagement by 20%
- Planned and organized promotional events, ensuring seamless execution
- Conducted market research to support strategic decision-making
- Assisted in creating marketing collateral like brochures, newsletters, and email campaigns
- Tracked and reported campaign performance using analytics tools, providing optimization insights

Skills:

Applications: Asana | Constant Contact | Figma | GitHub | Google Drive | HubSpot | Jira | Microsoft Clarity | Microsoft Office | Microsoft Project | Pendo | Trello | Wix | WordPress

Proficiencies: Agile & Scrum Methodologies | Budgeting | Data Analysis | e-Commerce | Efficiency Enhancement | HTML | IT Project Management | Market Analysis | Negotiation | Operations Management | Product Development | Product Management | Roadmap Planning & Prioritization | SDLC | SQL | Stakeholder Management | Startup | UI Design | UX Research

Education:

- Master of Science (M.S.), Management
Lasell University, 2013 – 2014
- Bachelor of Science (B.S.), Sports Management
Grand Canyon University, 2010 – 2013

Certifications:

- Six Sigma Green Belt, July 2022