

MICHELE SWEENEY

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I am a multi-talented professional with a demonstrated history in product development, marketing and management. Expertise in taking customer requirements and developing products that are valuable, innovative and successful. Diverse experience working in E-Commerce, Healthcare, Biotech, Pharma, Consumer Products, Specialty Food, Retail, Non-Profits and Start-ups.

SUMMARY QUALIFICATIONS

- ✦ Seasoned professional with experience in developing products from ideation to launch.
- ✦ Adept at all phases of product lifecycle management, including requirements gathering, testing, user interface (UI) design and implementation. Proven product development and life-cycle management record.
- ✦ Broad skill-set including management, web and mobile design, content generation, graphic design, usability for UX/UI design and the ability to understand trends and emerging technologies.
- ✦ Exceptional communication, leadership, organizational, presentation and negotiation skills.

WORK EXPERIENCE

Product Manager | Marketing Manager | Researcher

MMS Design, Kirkland, WA 2017-Present

Freelance work with E-Commerce, Recruitment Solution, Specialty Food, Consumer Product, and Non-Profit companies.

- ✦ Create competitive and industry best-practice analysis, monitor industry/market trends, and synthesize research findings into meaningful recommendations that impacts client business strategies/roadmap.
- ✦ Consult and communicate with (B2B and B2C) clients to outline development goals from concept through completion, based on specific needs for promotions, presentations, social media, and online services, utilizing a variety of web development tools and technology.
- ✦ Create cross-functional efforts to launch products, both on and off platform. Create user stories, scenarios, personas, illustrate wire frame, and site functionality. Facilitate product interviews, testing and focus groups for product clients.
- ✦ Create marketing, public relations and digital content materials for web, social media and digital media adhering to brand guidelines.

Technical Advisor

Epicurean Delights LLC, Kirkland, WA - 2013-2017

- ✦ Provided product development and technical advice/services to product companies (B2B & B2C). Created thoughtful designs showcasing client products, provided in-store solutions and feedback/critique geared toward product improvement.
- ✦ Hand picked by Food Network for industry expert knowledge to compete on Cake Wars.
- ✦ Traveled nationally, providing product education, training, classes, demonstrations and managed hands-on product testing. Acted as authority/product expert, advocating on behalf of clients, understanding clients products, partners and consumers needs.

SKILLS

- ✦ Product Development
- ✦ Marketing & E-commerce Strategies
- ✦ Competitive analysis
- ✦ Usability/User testing
- ✦ Personas/Scenarios/Storyboarding
Digital Prototyping/Wireframing
- ✦ Illustration/Graphic Design
- ✦ Digital Photography
- ✦ Networking

EDUCATION

- ✦ AAS-T Multimedia Design and Production: Digital Design (2018 Magna Cum Laude), Lake Washington Institute of Technology, Kirkland, WA.
- ✦ AAS-T Video & Motion Graphics (In Process), Lake Washington Institute of Technology, Kirkland, WA.

CERTIFICATIONS

- Lake Washington Institute of Technology, Kirkland, WA as follows:
- ✦ User-Centered Design
 - ✦ Web & Mobile Design Specialty
 - ✦ Illustrator/Photoshop Specialty
 - ✦ Digital Audio/Video Editing

General Manager Retail E-Commerce

Epicurean Delights Bakery & Retail Shop, North Hampton, NH - 2009-2013

- ✦ Co-Owned/operated a bricks and clicks specialty retail product and educational company. Secondary education in baking arts.
- ✦ Planned and directed all functions of the company – Enforced strong leadership skills to ensure efficient/effective utilization of company resources.
- ✦ Established and deployed the functional strategies of the companies retail and e-commerce initiatives utilizing business expertise to reach financial/operational goals and business objectives.
- ✦ Developed and deployed technology solutions and resources for the e-learning and e-commerce platform integrating the two into a successful single retail strategy.
- ✦ Developed and deployed an integrated POS solution for online and offline product inventory to ensure inventory levels were maintained to ensure a positive shopping/customer experience both online and offline.
- ✦ Executed company's overall online retail plan including product, behavior, digital gifting and promo recommendations.
- ✦ Analyzed market trends and statistics to determine potential of growth – monitored sales performance regularly. Consumer insights analysis, campaign/promotion analysis and financial analysis/forecasting.
- ✦ Developed sales, marketing, e-commerce plans and programs for company and personnel.
- ✦ Record of success in guiding, mentoring and directing a team of 6 and balancing engagement with strong and effective strategic leadership and effective recruitment, hiring, on-boarding, training, appraisals, and goal setting methods that return high productivity, low turnover, and strong team morale.

Director of Marketing & Product Development

MedZilla, Inc, Marysville, WA 2001-2009

- ✦ Developed and managed marketing and operational policies, objectives, and initiatives. Including press release distribution, marketing collateral development and design.
- ✦ Evaluated current and proposed systems and procedures and implemented changes as necessary.
- ✦ Developed appropriate materials for communicating the product direction to customers and sales staff and set expectations for delivery.
- ✦ Managed all phases of digital product/content development, including life cycle management.
- ✦ Lead research efforts for new products, product enhancements, product design and ongoing UX/UI needs. Managed trend forecasting, project budgets and prepared financial analysis reports.
- ✦ Evaluated the potential and practicality of products in development. Managed and coordinated product development projects.
- ✦ Evaluated and resolved technical feasibility, design optimization, UX/UI and production issues.
- ✦ Researched and monitored existing client base and industry developments and identified potential new product opportunities.
- ✦ Worked with other departments to establish design, technology, product development, and vendor strategies.
- ✦ Negotiated client and vendor contracts and remediated customer complaints.
- ✦ Established and gained agreement on the pricing, packaging and positioning of products, as well as completed competitive analysis.
- ✦ Managed project budgets and prepared financial analysis reports for stakeholders.

TOOLS

- ✦ Illustrator
- ✦ PhotoShop
- ✦ InDesign
- ✦ Lightroom
- ✦ Keynote
- ✦ After Effects
- ✦ Dreamweaver
- ✦ Final Cut Pro
- ✦ Sketch
- ✦ InVision
- ✦ HTML 5/CSS

ASSOCIATIONS

- ✦ Interaction Design Foundation
- ✦ Artist Trust
- ✦ Artist Graphics Guild
- ✦ The Association for Creative Industries
- ✦ Phi Theta Kappa, Beta Iota Tau Chapter
- ✦ International Cake Exploration Society
- ✦ International Federation of Pastry, Gelato & Chocolate