

JUSTIN WELLMAN

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413.320.6979

Ashfield, MA

PROJECT/PRODUCT MANAGER SOFTWARE TECHNOLOGY

Experienced Product/Project Manager, adept at leading cross-functional teams to drive product innovation and market fit. With a rich background in technology, coupled with strong managerial skills, Agile leadership and digital strategy, this professional excels in optimizing operations and enhancing user experiences through strategic software integrations. Passionate about leveraging data analytics for decision-making and committed to advancing digital transformation, aiming to set new benchmarks in product management and operational efficiency.

CORE COMPETENCIES

- Product Management
- Project Management
- Customer Success Management
- Agile Methodology
- User Research, Profiling, User Stories, AB Testing
- Training & Documentation

TECHNICAL COMPETENCIES

- JIRA, BaseCamp, Asana, HubSpot, Salesforce, Aha!, HelpDesk, Slack, Messenger, Zoom, WebEx, Webinars
- Google Apps for Business and Education
- Microsoft Office Suite
- UI/UX Design & Development
- Documentation (User & Technical), Video Training, Training Videos, In Person Training & Instruction, Virtual Instruction, Virtual Education
- ZenDesk Administration (2 yrs) ZenDesk Training (User, Admin)
- Lightspeed POS system implementation and administration
- CMS Solutions (Drupal, WordPress, Shopify, Sitecore, Joomla, Confluence, Hubspot CMS) - 20+ years
- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier, XD)
- Video Integration, including video interviews and customer feedback
- Social Media Marketing (Canva, MailChimp, Constant Contact, Instagram, Facebook, Twitter, SEO, Google Adwords, Yelp for Business)
- Next.js, HTML5, Node.js, PHP, SQL, Python/Django, Linux/Ubuntu, Nginx, Docker, AWS, Postgresql, Memcached, Redis, S3

EMPLOYMENT HISTORY

2023 - PRESENT

Company Manager, Production Manager, DoubleEdge Theatre, Ashfield, MA

- Introduced new operational processes in partnership with the producing team for contractor hiring..
- Led a team to revamp production operations, achieving enhanced efficiency.
- Optimized Grant processes to reduce grant writing time and overhead.
- Implemented new Grant Writing processes to ensure greater efficiency and accuracy in grant writing.
- Managed Volunteer Program and increased volunteerism 10% in 2024.

2022 - 2023

Product Manager, Integrations, ClearlyRated, Inc, Portland, OR (Remote)

- Steered product ideation, development, and testing with customer participation, fostering collaboration.
- Managed release schedules for product features and bug fixes, ensuring timely delivery.
- Conducted comprehensive cost/benefit analysis of software integrations, driving informed decision-making.
- Championed UI/UX documentation including wireframes and user stories, enhancing user-centric design.
- Pioneered integrations with leading CRM and ATS solutions, boosting product functionality and user experience.
- Fostered strong stakeholder relationships to align product development with market needs, boosting user adoption.
- Conducted comprehensive market analysis to guide the strategic direction of product integrations, optimizing resource allocation.

2019 - 2022

Product Manager, Digital Strategy & Development, Pioneer Valley Books (Pioneer Valley Educational Press), Northampton, MA

- Expanded digital product portfolio through strategic research and analysis
- Implemented software solutions to optimize operations and customer support
- Leveraged data analytics to guide executive decision-making
- Conducted global webinars and professional learning sessions for over 50,000 teachers

- Pioneered a video editing studio, elevating brand presence and educational content quality.
- Revolutionized customer support with ZenDesk, optimizing team workflow and user satisfaction, increased support response time 15%.
- Reduced customer support wait times by 50% and reduced CSM ticket load 20%.
- Streamlined project management, achieving a 25% increase in productivity.
- Implemented self-driven support system decreasing support tickets by 20%.
- Enhanced operational efficiency, cutting costs by 15% through tech upgrades.

2018 - 2019

Content Management, WCAG2.0 Accessibility Compliance Analyst, Drupal site Trainer, SmithCollege, College Relations Department, Northampton, MA (Hybrid)

- Led WCAG2.0 compliance initiative, ensuring website accessibility across all departments
- Provided hands-on assistance for content updates, enhancing WCAG compliance
- Implemented innovative strategies to transition outdated content to WCAG-compliant platforms
- Provided Drupal and WCAG training to staff, enhancing website maintenance efficiency.
- Initiated content standard updates, aligning with modern accessibility practices.
- Reviewed and updated website content for WCAG compliance, ensuring inclusivity.

2013-2015

Account Manager, Last Call Media, Northampton, MA

- **Project Management:** Led web projects for Fortune 100 companies and Universities, ensuring successful website implementation for leading brands. These include Asia Society, Harvard University, Chicken Soup for the Soul, Rainforest Alliance, Fittest and more.
- **Sales and Account Management:** Managed client relationships, facilitated sales processes, and ensured customer satisfaction.
- Successfully managed multiple high-profile web projects from inception to completion.
- Enhanced client engagement and retention through effective account management strategies.
- Successfully managed multiple concurrent projects offering client support and technical expertise.

2011-2013

Producer, Director of New Business Development, Fuzz Production, Northampton, MA

- **Project Management:** Directed web projects for major clients such as Men's Health, Motorola, DraftFCB, PNC Bank, CapitalOne, and Deutsch.
- Introduced and standardized the use of BaseCamp for project management duties.
- Oversaw website implementation for leading brands, ensuring timely delivery and quality standards.
- **New Business Development:** Spearheaded sales initiatives for Web, Mobile, Social, Healthcare, and Publishing industries.
- Managed 37 simultaneous sales opportunities from Q2 to Q3.
- Increased sales from ~\$350,000 in Q1 to \$1.5M by Q3, achieving a record 82% new client capture rate and 99% client retention rate.
- Introduced Salesforce for effective lead and opportunity tracking and management.
- Secured new business with high-profile clients including Nintendo, DETAILS Magazine, CondeNast, Brides Magazine, Structural Graphics, L'Oréal Paris, US Polo Assn., Direct Brands, and Glittarazzi Magazine.

2007 - 2011, 2015 - 2018

Product Manager, CMS & Mobile App, Community Brands, Northampton, MA (Hybrid)

- Steered CMS & mobile app platform roadmap, ensuring alignment with business objectives
- Directed development initiatives for new features, resolving critical issues
- Collaborated with sales and marketing for effective product positioning
- Managed release schedules for product features and bug fixes, ensuring timely delivery.
- Championed UI/UX documentation including wireframes and user stories, enhancing user-centric design.
- Reduced implementation time 60% through deploying a modular approach to CMS product offering
- Reviewed and updated website content for WCAG compliance, ensuring inclusivity.
- Led domestic and international development teams across multiple timezones effectively expanding support and implementation to a full 24 hour schedule.
- Supported 200+ school websites technical support, documentation, and video tutorial libraries

EDUCATION

- Social Media Marketing & Global Business Management, University of Massachusetts, Amherst, MA
- Business Administration Transfer for UMASS Business Administration & Marketing Management, Greenfield Community College, Greenfield, MA
- E-Commerce & Web Design, Interactive & Broadcast Multimedia Studies, Hocking College, Nelsonville, OH
- Vocal Performance & Opera Theater, Visual Communications Technology, Bowling Green State University, Bowling Green, OH