# JUSTIN WELLMAN

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## PROJECT/PRODUCT & PROJECT MANAGER SOFTWARE TECHNOLOGY

Experienced Product/Project Manager and Customer Success Manager with a talent for leading cross-functional teams to drive product innovation and achieve market fit. I have a strong background in technology, coupled with robust managerial skills, Agile leadership, and digital strategy expertise. I excel in optimizing operations and improving user experiences through strategic software integrations. My passion lies in leveraging data analytics for decision-making and driving digital transformation 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 (Adobe XD, Figma, Sketch, Canva, Balsamiq)
- 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

2025 - present

**Product/Project Manager, Pixel Health, Holyoke, MA**
*Healthcare Technology Development & Consulting*
- Lead team of international developers building a complex health companion using Gemini AI.
- Conducted daily Scrum meeting with UI/UX and development teams
- Managed short and long term Product Planning & Market Strategy and position
- Managed long term roadmap planning
- Collaborated on Strategies to Product-ize the concept for larger market saturation
- Contributed to weekly updates with Executive stakeholders and product leaders

2023 - 2025

**Company Manager, Production Manager, DoubleEdge Theatre, Ashfield, MA**
*Nonprofit Theatre, cultural cooperative and ensemble collective.*
- 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 volunteership 10% in 2024.

2022 - 2023

**Product Manager, Integrations, ClearlyRated, Inc, Portland, OR (Remote)**
*B2B, NPS Survey SaaS platform*
- Steered product ideation, development, and testing with customer participation, fostering collaboration.
- 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.
- 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

**Project Manager, Digital Strategy & Development, Customer Success Administrator, Pioneer Valley Books (Pioneer Valley Educational Press), Northampton, MA**

*Literacy Education, Children's Book Publisher, Educational Methodology*
- 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 30% and reduced CSM ticket load 12%.
- Implemented self-driven support system decreasing support tickets by 20%.

2018 - 2019

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

*Institutions of Higher Education*
- 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

**Producer (Project Manager), Last Call Media, Northampton, MA**

*A leading design and development agency specializing in Drupal-based websites for Businesses and Enterprises.*
- **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 (Project Manger), Director of New Business Development, Customer Satisfaction Manager, Fuzz Production, Northampton, MA**

*A leading design and development agency specializing in Wordpress-based websites for Businesses, Advertising Agencies and Enterprises.*
- **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, Customer Success Manager, Community Brands, Northampton, MA (Hybrid)**

*Community Brands is the leading provider of cloud-based software to associations and nonprofits.*
- 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
- 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