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**Professional Summary:**

Versatile product program lead with 8+ years’ experience in the media, marketing and technology space.  Strategic approach to managing multiple digital product teams across several brands and business units. Specializing in team management, product management and user experience design to deliver web, native app and digital products that drive business value.

**Professional Work Experiences:**

**BCI (Beyondsoft Consulting International),** Torrance, CA June ’15 – Present

***Product & Service Delivery Manager - On Assignment at Toyota Motor Sales***

* Lead the delivery team of Toyota’s flagship digital property, Toyota.com, for the Digital Marketing business unit.
* Manage product delivery and support of Toyota.com including current redesign initiatives across entire portfolio.
* Handle the delivery and maintenance of $32 million budget for Design, Development and DevOps teams.
* Developed program for mobile app publishing and distribution for all of Toyota across Apple App Store,

Google Play store and Enterprise app distribution channels.

* Key member of Digital Marketing innovation team which designs and creates digital tools for Dealers and

Sales Consultants nationwide leading to increased product knowledge & sales performance.

* Manage program, vendors, deliverables and internal stakeholders for customer facing and dealer facing digital products.

**SeaCubed,** Los Angeles, CA May ’14 – June ‘15

***Senior Digital Products Consultant***

* Led full project lifecycle (design, development and deployment) of cross-platform digital products for media/entertainment and startup companies.
* Responsible for all Digital & Mobile projects and digital marketing for company
* Created the digital marketing strategy for multiple clients
* Tracked the dependencies between multiple projects and provided coordination and scheduling
* Worked with stakeholders to understand the business, technical and operational needs for the digital marketing projects
* Responsible for budget creation and cost management and mitigation throughout project lifecycle
* Managed international teams on rapid execution of highly technical products and projects
* Prioritized feature implementation over a long-term timeline based on strategic objectives, cost, and resource availability for startup MVP and 2nd generation products.
* Strong time management and organizational skills
* Solid understanding of web industry standards and best practices

**SDI (Structured Data Intelligence),** Santa Monica, CA May ’12 - May ’14

***Product Operations Manager***

* Led the cross-functional team through successful product sprints that met product goals for major Hollywood studio and network clients
* Implemented Agile development processes to iterate development of a media curation product for mobile and web; increased the speed to launch; from strategy and design to QA testing and launch
* Developed metrics for each sprint to facilitate metrics-based decision making; reported on and communicated site metrics for investor and board analysis
* Developed and communicated requirements, wireframes, and UI mockups to designers and developers
* Bridged internal design, development, business and executive teams as wells as pitched all outside clients including the major studios and networks

**Segel Group Ltd,** Santa Monica, CA Sept ’09 - Apr ‘12

***Special Projects***

* Founding team member for boutique private equity firm
* Managed all initiatives concerning brand creation (logo, print, website, SEO) and developed ongoing operations (IT infrastructure, internal processes, vendor relations)
* Managed all details pertaining to project schedule, requirements definition, design, execution and maintenance for multiple projects.

**Mpower Pictures,** Santa Monica, CA Feb ’09 – Sept ‘09

***Editorial Producer***

**Emulsion Arts,** Charlotte, NC Aug ’08 – Jan ‘09

***Senior Media Producer***

**Innovista,** Kiev, Ukraine July ’04 - July ‘08

**Media Producer**

**Education:**

* Scrum Alliance, Certified Scum Master (CSM) & Certified Scrum Product Owner (CSPO) | ‘16
* General Assembly, Santa Monica, CA - User Experience Design | ’13
* Wake Forest University, Winston-Salem, NC - BA, English Literature | ‘04