MATT EAKEN

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SUMMARY

Product professional with 15 years of digital product experience and 6 years of experience within the Scrum framework. Proven success managing multiple Scrum projects in fast-paced environments. Proficient in technical documentation, product backlog development, and managing cross-functional product teams. Certified Professional Scrum Master (PSM-I) from Scrum.org.

SKILLS

Technical Project Management • Product Roadmap Development • Agile Methodology (Scrum/Kanban) Jira & Confluence • Technical & Product Documentation • User Acceptance Testing • PSM-I Certified

EXPERIENCE

CENTURY BUSINESS SOLUTIONS | Irvine, CA

Technical Project Manager & Technical Writer   July 2020 – February 2021
- Created certification process for independent software vendor integrations by providing technical guidance and resource management, certifying 15+ partners.
- Established intake process and managed requirements gathering for customer support issues and feature requests assignment and prioritization to development, writing over 600 Jira tickets.
- Standardized release notes process between development, QA, and technical writing staff, delivering release notes for over 10 deployments.
- Developed product user guide and installation guide templates, publishing or updating 10 user and installation guides for ERP and CRM product integrations, such as Sage Intacct and Salesforce.

AVOCADO GREEN BRANDS | Remote

Digital Product Manager   October 2019 – May 2020
- Created and implemented product roadmap for a $95M/annual e-commerce platform by identifying technology constraints, strategizing with stakeholders, and determining customer needs.
- Delivered an ADA-compliant digital storefront navigation redesign prior to the holiday season, supporting 24% more transactions.
- Successfully implemented the Scrum framework, facilitating team ceremonies, writing user stories, managing product backlog, ordering priorities, and reporting to stakeholders as Scrum Master.
- Led 2 last-mile shipping integrations for the company's internal delivery operations by coordinating with vendors, writing user manuals for operations, and prioritizing work in sprint.

YTEL, INC. | Lake Forest, CA

Technical Project Manager   May 2018 – September 2019
- Improved lead time from concept to delivery by over 30% in under 3 months for approximately $12M/annual in SaaS and CPaaS platforms using Agile and CI/CD best practices.
- Oversaw 3 Scrum teams by directing scoping, planning, story writing, acceptance criteria, backlog maintenance, release announcements, and stakeholder and client communications.

- Reduced downtime for live network outages by designing, implementing, and leading new cross-functional business processes, improving early detection and development team awareness.
- Delivered a successful initiative to integrate with Sift Science for fraud protection, reducing chargebacks occurring with new signups and payments.

Technical Writer   December 2017 – April 2018
- Improved user boarding by producing a CTIA compliance white paper for SMS marketing campaigns and converting it into SOPs for internal carrier team utilization.
- Spearheaded knowledge sharing and sales enablement by updating technical specifications requirement documents for existing technical products.
- Improved user experience with technical reference materials such as customer-facing FAQs for Intercom product pop-ups and landing pages.

KELLEY BLUE BOOK (COX AUTO) | Irvine, CA
Scrum Product Owner & Senior Market Analyst (Industry Product)   2014 – 2017
- Incorporated new valuation logic into a $350M/annual SaaS platform inside SAFe framework by coordinating work between Scrum teams and writing and maintaining product backlog.
- Deployed new window sticker printer functionality by researching regulatory user states, prioritizing product backlog with Scrum team, and performing pre-production user acceptance testing.
- Managed curated vehicle comparison data platform and business rules, including product proposal documentation, UI wireframe design, and continuous data publication to downstream products.

Market Analyst (Industry Product), *Kelley Blue Book*   2006 – 2013

EDUCATION

VANGUARD UNIVERSITY OF SOUTHERN CALIFORNIA | Costa Mesa, CA
Bachelor of Arts, English
- Assistant Editor, *Vanguard Voice*
- Writing Consultant, VU Writing Center