

Hiring Manager,

Please review this cover letter and attached resume, reaffirming my interest in pursuing product leadership opportunities, matching your organization's opportunities.

Recent Background

I served with Delta Air Lines - Sales Technology/Innovation from July 2016 through March 2020, as a B2B Product Manager and the International Point-of-contact for 'Delta Professional'. My primary responsibilities centered on managing the design and development of web portals and self-service tools, used to strengthen Delta's high-value relationships with travel agencies and corporate travel managers. The contributions of my teams were pivotal in launching several new products, as well as earning 4 Business Traveler Network (BTN) Awards.

Related Highlights:

- I am a passionate product owner/manager with a **technical background**, rooted in front-end UI design and development, system architecture, and cyber security.
- I have over 15 years of **hands-on project management experience**.
- I have over 9 years of **disciplined Agile experience**.
- **Scrum Alliance - Certified Scrum Master (CSM)**.
- Department-level **Agile Coach** and **Subject Matter Expert**, during Delta Air Lines' transition from Waterfall to an Agile mindset.
- I strive to cultivate a **culture of innovation, trust, and collaborative accountability**.
- I'm highly driven, dependable, detail-oriented, and have a **positive 'above and beyond' work ethic**.
- I'm currently working towards my **PMP** and **CISM** certifications.

It would be absolutely fantastic if we could chat this week, to discuss the details of this and other opportunities, as they relate to my skills and experience.

I understand your schedule is busy this time of year. I very much appreciate your time and further consideration.

Thanks again,

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Technical Project Manager • Product Owner • Scrum Master • Designer

HIGHLIGHTS

Product
Leader

Certified
Scrum Master
(CSM)

Agile Coach &
Subject Matter
Expert

Principled
Agile
Practitioner

Stakeholder
Advocate

Coder

UX/UI
Geek

Designer

Cybersecurity
Experience

Quality
Driven

SOFT SKILLS

- Self-motivated and collaborative
- Dedicated, loyal, and accountable servant leader
- Competent interface between business, creative, and IT
- Ability to gain the trust of leadership, helping to inform/influence decisions
- Proven ability to evaluate, adapt, and overcome obstacles - a natural problem solver
- Calm and focused under pressure
- Skilled at deescalating, managing, and resolving conflicts

HARD SKILLS

- Project and product management
- Agile (Scrum, Lean, and Kanban)
- Full-cycle/stack software product architecture, design, development, testing, and certification
- Large-scale API design and development
- User experience (UX) optimization
- Creative design
- Transparent communication
- Resource management
- Data analysis and reporting
- Highly accurate project forecasting

DURING THE PANDEMIC

Volunteering

Certifications

Acquiring
New Skills

Building
An App

EXPERIENCE



Delta Air Lines Atlanta, Georgia **Global Sales Innovation**



International POC for Delta Professional (September 2019 to March 2020)

Management of international travel agency relationships and technical operations for Delta's B2B global sales portal and self-service tools.



B2B Product Manager (July 2016 to September 2019)

Agile product ownership and team management - supporting design, development, and operations of B2B solutions.

- Product Manager for Delta Professional B2B web portal and 8 self-service applications, spanning 6 geographic regions, 16 countries, and 11 languages
- Designed, project managed, and launched the Delta Professional 'Cancel Check-in' application
- Cooperative design and product ownership of "Agency and Corporate Exceptions" (ACE) tool, for Global Sales Support (GSS), empowering unrestricted travel waivers for GSS to support high-value customers
- Globalization of the Delta EDGE service recovery points program
- Asia-Pacific telecom infrastructure assessment, supporting international VoIP IVR infrastructure upgrades across the globe
- Modernization of legacy systems conforming to enterprise standards
- Product-level analytics and reporting, to track usage and adoption of new tech
- Gamification support - to increase user engagement on Delta Professional
- Waterfall to Agile methodology transition mentor
- AEM, Salesforce, and Okta integrations



Premier Logic Atlanta, Georgia

Product Owner (August 2015 to August 2016)

Responsive website refactoring for Fortune 1000 clients.

- Quickly transitioned from Senior Software Engineer to Product Owner role
- Agency-side product ownership
- Regular status reports to leadership
- Implementation of designs to front-end UI
- Implementation of detailed user event tracking
- Onshore and offshore resource management



CustomPathIDX Atlanta, Georgia and Fairfax, Virginia

Managing Partner (January 2009 to September 2015)

Designed, developed, and managed groundbreaking (API based) real estate technologies.

<https://www.youtube.com/watch?v=d8qX8L-ATb4>

- Designed and implemented the first public MLS/IDX real estate API
- Author of technical API and product support documentation
- Co-architect of internal systems used to aggregate large amounts of real estate data, photos, and virtual tours
- Worked with internal teams and outside customers to develop unique real estate websites, intranets, lead generation tools, website plugins, and native mobile applications
- Startup business development, fundraising, accounting, operations, marketing, advertising, billing, technical support, and sales



Atlanta Software Group Atlanta, Georgia

Founder, Managing Partner (September 2004 to January 2009)

Managed business development along with the design and development of desktop software, dynamic websites, and web-based applications.

- Design, development, and management of over 75 websites, 14 web-based applications, and 1 desktop application, for a diverse portfolio of clients
- Startup business development, fundraising, accounting, operations, marketing, advertising, billing, technical support, and client relations
- Acquisition of Neuthink LLC, to expand customer base
- Company pivot to real estate SaaS provider 'CustomPathIDX'



Kaplan Inc. Atlanta, Georgia

Product Team Interface - Business, Creative, and Tech (August 2000 to September 2004)

Created products to support IT professionals on their path to certification success.

Also marketed as **Kaplan**, **Kaplan IT**, **Transcender**, and **Self Test Software**.

- Served as a bridge across business, creative, and technology teams to create and evolve new products
- Front-end design and development for certification practice tests, hardware and console simulations, electronic flashcards, skill assessments, 24/7 online expert mentoring, and live online instructor-led classrooms
- Design and development of public e-commerce and private volume sales channel websites
- Winner of 2003 President's Award for innovation in viral marketing



Intellimedia Commerce Atlanta, Georgia

Front-end Application Developer (January 1999 – August 2000)

Rapid design and development of websites and web-based applications.

Notables:

- Airtran Airways
- Manheim Auto Auctions
- 2000 POTUS Candidate Website

EDUCATION



Georgia Southern University Statesboro, Georgia

Major: **Information Systems**

Minor: **Music Composition**

CERTIFICATIONS



Certified ScrumMaster (CSM)

Scrum Alliance

Credential ID 001135701

Currently studying for the **PMP** and **CISM** certifications.

LANGUAGES

- English (native/fluent)
- Brazilian Portuguese (beginner)

IN THE COMMUNITY

- Boy Scouts of America
- United Way
- Meals on Wheels
- KaBOOM!
- American Cancer Society
- Camp Sunshine

SPECIAL SKILLS

Creative

Applied

- Web, desktop, responsive, and mobile applications planning and design.
- Sketch > Workflows > Wire-framing > Low to High Fidelity Design > Prototyping
- Responsive Layouts
- Brand Identity and Print Collateral Design
- Iconography
- Web UI / UX (cross-browser)
- Mobile UI (Apple, Android)
- Video (design, authoring, audio, and production)
- Multi-channel Audio Engineering
- Landing Page / Lead-gen Design
- Focus Group Testing
- Goal Oriented Design
- Minimal Design Theory

Tools & Services

- Omnigraffle, Visio, SmartDraw
- FIGMA
- Axure RP
- Adobe Photoshop
- Adobe Illustrator
- Adobe Flash
- Adobe Acrobat
- Adobe Premiere
- Camtasia
- Logic X / Samplitude / ProTools)
- Quirktools

Technical

Applied

- Web, desktop, responsive and native mobile
- HTML5 / CSS3 / JavaScript / XML / AJAX / LESS, SASS / jQuery and jQuery Mobile
- Twitter Bootstrap v1+
- CMS Development (AEM, Liferay, SiteCore, WordPress)
- LAMP / XAMPP
- PHP
- Azure
- Microsoft .NET
- Flash / ActionScript
- MS SQL, MySQL, PostgreSQL, OracleAPI
- Firebase
- GIT, SVN, VSS, TFS, Bitbucket, Github, Cloudforge
- Cross-platform (Win, Mac, iOS, Android, Linux, and Chrome OS)
- SEO, SEM/PPC
- API design, development, and documentation
- Hosting (colo, shared, VPS, dedicated, and cloud)
- AWS, EC2, EBS, S3
- cPanel / WHM
- DNS
- SSL / TLS
- Okta
- Organized Testing / QA
- Continuous Integration
- Payment Systems

Tools & Services

- SWAGGER
- WordPress, Megento, Volusion, Shopify
- Microsoft Visual Studio
- WebStorm / PhpStorm
- TeamCity
- Webflow

Business

Applied

- Operations: accounting, taxes, legal, and HR
- Project Management AGILE / SCRUM / LEAN/ SDLC / Waterfall
- Startup Experience
- Classical Management
- Human Relations Management Theory
- Negotiations
- Domestic and Overseas Project Management
- Email Marketing
- Social Media Advertising
- Print Advertising

Tools & Services

- JIRA/Confluence/HipChat
- VersionOne
- Rally Dev
- Teamwork PM
- Basecamp / Campfire
- Trello
- Slack
- Microsoft Office
- Hyperion
- Target Process
- DoneDone
- Quickbooks
- Freshbooks
- Google Workplace
- CRM
- Helpdesk
- Web Analytics
- Facebook Targeted Advertising
- Google Targeted Advertising