Julie Reinken

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Phoenix, AZ

SR PRODUCT MANAGER

Results-driven Product Manager with a proven track record in driving product strategy, leading cross-functional teams, and delivering innovative solutions. Seeking to leverage expertise in stakeholder management, market analysis, and agile methodologies to contribute to the success of a dynamic organization. Committed to delivering exceptional user experiences, optimizing product performance, and achieving business objectives.

KEY COMPETENCIES

Product Strategy	Product Development	Data Analysis
Stakeholder Management	Market Analysis	SCRUM/Agile Methodologies
Product Roadmapping	User Experience Design	Leadership and Communication

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PROFESSIONAL EXPERIENCE

SiriusXM   **Jan 2020 - March 2023**
Sr Product Manager

Accomplished Senior Digital Product Manager and Senior Digital Producer with a track record of driving successful projects, optimizing user experiences, and achieving cost savings. Excelled in matrix-managing cross-functional teams, leading the redesign of the Help Center, and overhauling the Infotainment platform to drive increased engagement and improve efficiency.

Senior Digital Product Manager Accomplishments:
- Acted as the primary point of contact, matrix-managing and producing multiple projects in a cross-functional team environment throughout the software development life cycle (SDLC).
- Led the full redesign of the Help Center, resulting in enhanced user experience and increased customer satisfaction.
- Saved $1.4 million in deflection costs through effective project management and process improvements.
- Led the team in overhauling the Infotainment platform of the SiriusXM website, driving increased user engagement through cutting-edge technical features.
- Collaborated closely with analytics and user experience (UX) teams to optimize customer-facing platforms, leveraging a diverse portfolio of customer insight tools.
- Conducted market trend analysis in Chat operations, informing strategic decisions and identifying opportunities for growth.

Skills: Jira, Confluence, Adobe Analytics, Oracle, Pega, Monday, AEM, GSuite, LivePerson, Slack, Insights Marketplace, Rokt, Swiftype, Tableau

Digital Producer Accomplishments:
- Optimized workflow building/publishing assets for delivery across multiple platforms, media players, and devices, maximizing efficiency for migration on Oracle CMS.
- Conducted web development using HTML, CSS, and JavaScript for various projects related to company and email campaigns, new site features, site search, personalization, and targeting efforts.
- Matrix-managed and produced multiple projects in a cross-functional team environment, collaborating with Product on roadmaps for site enhancements to improve efficiency, site optimization, conversion rate, and best practices.

Skills: Photoshop, Oracle, Jira, Confluence, Outlook, HTML, CSS, Javascript

Tough Mudder Inc   **Apr 2019 - Oct 2019**
Product/Project Manager

As the Project Manager, spearheaded the comprehensive revamp of toughmudder.com, overseeing a cross-functional team and ensuring seamless execution. Additionally, served as the Product Manager for the previous iteration of the website, contributing to its strategic direction and optimization.

Accomplishments:
- Led offshore development team in creation of new features for both sites.
- Led creative team for Paid Social Media, including UX designers, managed budgets, and implementation to platforms (Facebook, Instagram) through 3rd party vendors.
- Led meetings between high-level stakeholders and outside creative for alignment and updates
- Managed high-level roadmap.

Skills: Drupal, Airtable, Basecamp

Tom's Guide/Laptop Mag   **Jan 2017 - Dec 2020**
Production Editor/Digital Producer/Project Manager

As a Production Editor, Digital Producer, and Project Manager, successfully led multiple projects under tight deadlines, adhering to NDA's and embargoes, to ensure accurate and timely deployment of content.

Accomplishments:
- Managed and coordinated projects with diverse stakeholders, ensuring quality assurance, testing, and uninterrupted functionality of websites.
- Effectively scheduled, assigned, and supervised freelancers, optimizing their contributions to project success.
- Collaborated with Product and Development teams to identify and implement enhancements, utilizing QA processes to ensure optimal website performance and user experience.

Skills: Trello, Dropbox

People/Southern Living - Dotdash Meredith   **Jan 2016 - Dec 2017**
Web Producer

As a Web Producer on the Product team, played a pivotal role in orchestrating the migration of People.com and its associated publications from a proprietary platform to WordPress, marking the largest migration in WordPress history.

Accomplishments:
- Led the rebuilding, redirection, and implementation of best practice SEO for articles and galleries, while ensuring rigorous QA and testing standards were met.
- Provided comprehensive training and support to a diverse team of over 100 writers and editors on the Wordpress platform, actively engaging in QA processes and troubleshooting to address various issues.
- Successfully generated and launched multiple daily newsletters to a substantial subscriber base of over 1 million, while also curating and producing engaging articles and galleries for social media platforms like Snapchat and Apple News.

Skills: WordPress, Drupal, HTML, CSS, Asana

EDUCATION

New York Code + Design Academy
Development Intensive in Full Stack Web Development

New York University
Master's in Music Education

CERTIFICATIONS

Data Visualization Certification
Taught by former Chief Analytics Strategist at Google • 2023
Certified Scrum Product Owner
Scrum Alliance • Jul 2022 - Jul 2024