

TRAVIS METCALF

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OBJECTIVE

Senior Product Manager / Senior Project Manager

QUALIFICATIONS SUMMARY

Experienced Web Product Manager dedicated to turning user's needs into successful online products that effectively generate revenue. Strengths include:

- Product Management of Social Web Sites and Applications
- Knowledge of Web Technologies
- Strategic Thinking and Planning
- Project Management of Web Product Designs and Implementations
- Content Management Systems
- Analytical Problem Solving

PROFESSIONAL EXPERIENCE

NETWORK COMMUNICATIONS, INC. – Lawrenceville, GA

2007–Present

Product Manager, 2007-Present

- Responsible for the product/project management of real estate search web sites.
- Define new product strategy, features, wireframes, and designs.
- Manage the development and implementation process with outside development firms — including offshore development resources.
- Increased lead conversion by 10% by launching a redesign of the company's flagship web site.
- Achieved a 120% increase in web site traffic year-over-year.
- Managed the design & implementation of adding partner listings to realestatebook.com which increased tenfold the number of listings available for consumers to search.
- Helped formulate & implemented strategic initiatives that moved NCI Interactive into the top ten web properties (from #23), in the real estate vertical, according to ComScore.

EARTHLINK, INC. – Atlanta, GA

2000–2007

Product Manager, 2004-2007

- Researched market, defined product, and lead team that built EarthLink's social bookmarking application, myFavorites.
- Managed EarthLink's Really Simple Syndication (RSS) application, Reader, which enables a highly customizable news experience on the Start Page.
- Designed new platform that supported 150 portal co-brands; co-brands account for 50% of all EarthLink Start Page users.
- Achieved 28% increase in Travel channel revenue; obtained in a contract renegotiation.
- Achieved 300% increase in ad impressions in the Games channel; achieved via product redesign.
- Conceptualized and defined new features for first major redesign of EarthLink's Start Page in seven years.

Content Manager, 2003–2004

- Oversaw all work on the EarthLink Start Page content management system, including implementation, system updates, user access rights, and change request approvals.
- Created and published the "Today at EarthLink" messages for the Start Page daily for four years.

PROFESSIONAL EXPERIENCE *(continued)****Portal Producer, 2002–2003***

- Responsible for project management of new product development efforts that included clarifying product requirements, setting project schedules, and leading project teams.
- Lead cross-functional project teams of graphic designers, web developers, and software engineers.

Product Development Coordinator, 2000–2002

- Lead project teams, defined project schedules, and clarified product requirements.
- Worked cross-departmentally to drive process improvements ranging from ordering office supplies to requesting product development resources.

ONEMAIN.COM – San Luis Obispo, CA**1999–2000*****Saves Representative***

- Nationally recognized three times for retaining the highest percentage of customers.
- Responsible for resolving customer issues in an effort to retain customer accounts.

THEGRID.NET – San Luis Obispo, CA**1998–1999*****Customer Service Representative***

- Selected to start a new department of elite representatives called the Saves Group.
- Sold and set-up new Internet access service and assisted customers with billing issues.

SPECIAL SKILLS

- New Product Development, Definition, Design and Prototyping
- Understanding and ability to communicate the principles of web standards
- Advanced knowledge of Adobe Photoshop & Flash
- Proficient at hand-coding web pages in HTML & CSS
- Proficient with Microsoft Office Suite and Visio
- Expert knowledge of Windows and Macintosh Operating Systems

EDUCATION**B.S. Biological Science** – California State University – Fresno, CA**Diploma Web Design** – Art Institute of Atlanta – Atlanta, GA (Expected: Aug. 2010)**CERTIFICATIONS/AWARDS**

M.V.P. Award at EarthLink	Q2–2007
Certified Scrum Master (Scrum Alliance)	Q1–2007
Project Management Professional (PMP) Certification Course	Q2–2008