

KIMBERLY MATHEWS

I have spent my career in education, working at the intersection of technical and non-technical teams, translating customer requests into technical requirements, and advocating for the needs of life-long learners.

EXPERIENCE

Ready Education

Product Manager, 2023-present

I serve in a Product Owner role for Ready's "Campus App" solution, a native mobile app (iOS and Android) and associated web platform that supports communication, engagement, and retention strategies for colleges.

- Establish a clear product roadmap supported by market research, and developed in collaboration with stakeholders; distill this roadmap into a prioritized backlog
- Represent the needs of several personas (such as administrators and students) when designing/architecting features
- Drive features from ideation through release, and continue to iterate based on user feedback and market shifts
- Collect, assess, and present analytics and user feedback to inform data-driven decision-making

Northeastern University

Director of Digital Experience, 2022

I led a team of developers and UX designers responsible for Northeastern's high-value web properties, including the main website, our regional campus sites, and 30+ others that were elevated to central marketing's portfolio.

- Drove strategic approach to the development of a Wordpress framework that was scalable, flexible, and tailored to each site
- Oversaw the implementation of a design system and new workflows using components built out in Figma
- Established a system for brand governance and standards for digital properties across the institution

Berklee College of Music

Director of Digital Strategy, 2017-2022; Associate Director of Digital Strategy, 2015-2017

Responsible for the Berklee.edu website, which serves as the primary external-facing recruitment channel, and also as the internal-facing intranet for students, faculty, staff, alumni, contractors, and trustees

- Supported 4 domains and 240 "micro-sites" for departments, institutes, and initiatives across Berklee, with 200+ content contributors
- Oversaw the migration of Berklee.edu from Drupal 7 to Drupal 8, which included re-architecting the platform to consolidate three disparate campus websites into a single content management system with a shared design system; resulting in more referral traffic to each web property, more leads and traffic to the admissions site, and less than 2% decline in organic sessions and SEO rankings
- Oversaw the development of a notification application designed to streamline communication channels; integrated with Drupal, Moodle, our ERP, SIS, CRM, and job board to generate notifications customized to each individual user; generated 40k+ personalized emails weekly, with a 42% open rate
- Oversaw the development of a student/alumni directory that allows members of our community to find and connect with one another for mentorship, career opportunities, and artistic collaborations

OHO Interactive

Interactive Project Manager 2013-2014

- Managed projects, such as website redesigns, API integrations, and new applications and tools for clients representing a variety of industries
- Responsible for scoping, setting and meeting milestones, controlling budgets, and facilitating all communication between the clients and my team

Macmillan Higher Education/Bedford St. Martin's

Senior Media Editor 2006-2013; *Custom Media Editor* 2004-2006

- Product management for tools such as peer review software, assignment-creation wizards, video annotation player, and ebooks
- Member of the agile software development team for an ebook platform, serving as Product Owner, responsible for the project vision and roadmap, authoring user stories, managing the backlog and sprint planning, and presenting out to stakeholders and sales teams
- Conducted market research by running focus groups, usability tests, and workshops with students and instructors
- Managed custom media products, tailoring our flagship digital tools and content to the needs of high-value adoptions

Freelance

Website Development 2004-Present

- Create Wordpress sites for small businesses with customized themes and plugins
- Set up hosting, test environments, domains, SSL certificates

SKILLS

- Trained in **Agile**; served as **scrum master**
- Project management: **JIRA, Asana, Smartsheets**
- Analytics/SEO: **Google Analytics, Google Search Console, Conductor**
- Testing: **heatmaps, A/B testing, cross-browser testing, user testing**, and **site optimization**
- Presentation: **Google Data Studio, Tableau, slide decks**
- Design: **Adobe Creative Suite, Sketch, Figma**, and **InVision**
- Common languages: **HTML, CSS**, and **JavaScript**
- Content management: **Drupal** and **WordPress**
- Marketing automation: **Mailchimp** and **Marketo**

EDUCATION

University College London (England)

Certificate, Library Science &
e-Publishing: 2010

Emerson College (Boston, MA)

Masters of Art in Visual & Media Arts: 2008
Concentration in Media Theory and Media Production

University of Rochester (Rochester, NY)

Bachelor of Arts in English with Honors: 2004