

BRADEN FISCHER

Cardiff-By-The-Sea, CA | xxx-xxx-xxxx | bradenfisher@gmail.com | linkedin.com/in/bfisher/

CAREER SUMMARY

Professional Product Manager and Certified Scrum Product Owner with extensive experience delivering best-in-class Customer Experience improvements through innovative products and features. Proven history of completing large-scale SaaS projects in complex environments that exceed stakeholder and business expectations while driving E-commerce revenue growth and customer retention.

PROFESSIONAL EXPERIENCE

PRODUCT MANAGER E-COMMERCE | BOARDRIDERS LLC

FEBRUARY 2021 – AUGUST 2022 (note: laid-off as part of 20% workforce reduction)

- Defined and implemented a Customer Experience Management strategy for Quicksilver, Roxy, DC Shoes, Billabong, Element, and RVCA brands across three global regions
 - Awarded and oversaw \$100,000 annual contract to Medallia to implement Voice of Customer (VoC) Program
 - Worked with project team of one direct report, 3 regional CRM tech leads, one Adobe Campaign email/UX specialist, and 5 Development and Quality Assurance experts
 - Deployed custom survey forms for each of 43 regional brand websites, resulting in approximately 300 survey responses per month for each of the 6 brands
- Awarded and oversaw \$100,000 annual contract to Sprout Social to convert social media customer issues to actionable customer service communications via Zendesk integration; onboarded and administered all brands social media teams in 3 International regions
- Implemented a regionalized product review platform for 40+ international ecommerce sites that led to a 12% increase in English-language reviews
- Served as Product Owner for global ecommerce website product recommendations powered by Barilliance and integrated with Salesforce Commerce Cloud

DIRECTOR OF PRODUCT MANAGEMENT | ACTIVE MALE

DECEMBER 2019 – FEBRUARY 2021

- Launched Health and Wellness supplements line with 35+ products
- Wrote business plan, led branding and labeling initiatives, created the website design, built out the ecommerce site, developed multi-channel marketing strategy, and secured start-up funding

SENIOR PROJECT / PRODUCT MANAGER | LPL FINANCIAL

SEPTEMBER 2018 – NOVEMBER 2019

- Drove over 890,000 users and 141,000 unique website visitors monthly by managing organic search strategy for LPL.com and sister sites, directing targeted keyword development, and optimizing search engine strategies
- Led Agile project team that improved organic traffic 10% year over year by optimizing LPL web properties, updating meta-content titles and descriptions, and introducing a new backlinking strategy

PROJECT / PRODUCT MANAGER | FRONTIER COMMUNICATIONS

SEPTEMBER 2016 – SEPTEMBER 2018

- Served as Product Owner and partnered with internal designers and developers to enhance the customer experience through an improved search results interface
- Contributed to search engine optimization improvements for all pages that helped drive 8 Million visits and 3.9 Million unique visitors monthly by creating optimized meta-content titles and descriptions and ensuring crosslinks to relevant content
- Managed program (3.5 team members) for Frontier Video Gallery implementation on Brightcove streaming video platform, developed and implemented comprehensive strategy for launch, and ensured that video gallery pages were optimized for search
- Drove Agile project to ensure websites compliance with Web Content Accessibility Guidelines, vetted and chose accessibility compliance testing tool, led testing of all public-facing websites, and oversaw internal teams to update design, content, and coding

PRODUCT / PROGRAM MANAGER, CUSTOMER SUPPORT | VERIZON FIOS

JULY 2011 – APRIL 2016

- Reduced call volume and secured \$36 Million annual cost savings due to call deflection by working with Agile IT teams to implement new contact us, support chat, virtual agent, and self-service tools
- Identified and resolved project risks, issues, and changes - including resource shortages, scope creep, requirement updates, and missing deadlines - and worked with Marketing and IT leaders to address issues
- Oversaw site search UX revamp and led review of “Best Match” and top search results for the top 100 search terms conducted by FIOS site users, determined relevancy, and created updated meta-content, titles, and descriptions to ensure SEO optimization
- Oversaw content management initiatives and projects for web properties, created optimized meta-content titles and descriptions, and ensured correct display and visuals for website updates

COMPUTER AND TECHNICAL SKILLS

- CRM / Voice of Customer: Yotpo, Medallia, Barilliance, Adobe Campaign
- Customer Service: Zendesk
- Social Media / Social Customer Service: Sprout Social
- Project Management: Jira, Confluence, Workfront, ClickUp, Slack, MS Teams
- Analytics: Adobe Analytics, Google Analytics, Medallia Text Analytics
- Ecommerce: Salesforce Commerce Cloud, WooCommerce
- Content Management Systems: Adobe Experience Manager (AEM), Oracle ATG/UCM, Sitecore XP

CERTIFICATIONS

- Certified Scrum Master (CSM)
- Certified Scrum Product Owner (CSPO)

EDUCATION

B. A. History

UNIVERSITY OF SAN DIEGO