

JEFFREY L. WATERS

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PROFESSIONAL EXPERIENCE

Arizent/SourceMedia

New York, NY

Director, Content & CMS

Apr. 2017 – Current

- Product Owner for all new development and enhancements to the BrightSpot CMS platform used by 9 brands, conferences and the corporate website.
- Translate Sketch and Figma wireframes into JIRA tickets for internal and external development teams.
- Gather and prioritize business requirements across the entire organization including Marketing Services, Editorial, Conferences, Business Development, Subscriptions and Ad Tech teams.
- Partner with the Business Intelligence team to gather metrics on newly implemented items to track progress as well as review and evaluate weekly KPI achievements on existing features.
- Provide clarity and guidance as well as closely engage with the development team to help determine the best technical implementation methods as well as a reasonable execution schedule.
- Manage 3rd party product integrations with the following vendors: Polar, AdRoll, Lytics, Bounce X, Omeda, Chartbeat, Parameter 1, Zeta and Quote Media.
- Collaborate with Project Managers & other Directors to ensure successful releases on time and within scope and budget.
- Implemented CMS improvements to increase Editorial efficiency.
- Managed CMS upgrade from version 3.2 to 4.0, 4.0 to 4.2 and 4.2 to 4.5.
- Managed ESP & CDP migration from Zeta to Omeda
- Managed CMS integration with Omeda and Parameter 1 for newsletter deployments.
- Managed newsletter redesign as part of the ESP migration.
- Developed new CMS Content Types for Editorial and Sales: Cardshow, Live Blog; Lead Gen: Article List; Resource Hub.
- Managed consolidation of 19 brands to 9 brands.
- Redesigned the Company Tag Pages for American Banker which included adding the ability to auto tag specific companies within the body of editorial content.
- Improved Core Web Vitals across 23 different content types on average for mobile by 252.67% and on desktop by 65.69%.
- Developed a breadcrumb menu for the Market Data product on The Bond Buyer
- Implemented a Preference Center across all brands to allow users to opt in / opt out of newsletters, topics and authors for personalization.
- Managed rebranding of the corporate website from SourceMedia to Arizent.
- Collaborated with the SEO Manager to improve organic search traffic by implementing Schema and revising site maps for 9 brands.
- Responsible for communicating to upper management and stakeholders about the Sprint and Release Notes for bi-weekly releases and Monthly Business Reviews.
- Managing and grooming the product backlog and maintaining the product roadmap.
- Responsible for documenting business requirements.

Everyday Health Inc.

New York, NY

Product Manager - Medpagetoday.com

Nov. 2013 – Dec. 2016

- Gathered and prioritized business requirements for the MedPage Today brand.
- Product owner for all newsletters and emails utilizing SailThru.
- Owned and managed Single Sign On for all 3rd party Continuing Education partners.
- Engaged in weekly negotiations between business and editorial teams, building consensus on the prioritization of feature requests and bug fixes.
- Partnered with Business Intelligence and Ad Operations to ensure proper data collection and list matching.
- Led the implementation of the following MedPage Today redesigns:
 - Article Page - transitioning from a one-article design to a stream of five articles increasing page view per visits from 1.63 to 1.91.
 - Education Page - increased page view visits from 2.05 to 3.23.
 - Home Page - increased page view visits from 1.54 to 2.07.

Development Manager – Medpagetoday.com

Nov. 2011– Nov. 2013

- Led and managed a team of web, mobile and UI developers including off-shore resources for three products: Medpagetoday.com, Custom Solutions and Industry Platform.
- Analyzed, reviewed and implemented technologies provided by 3rd party vendors and partners.
- Directed application planning and design, providing technical reviews, analysis of code, employee development, coaching, mentoring and team building.
- Coordinated and managed production code releases with Network Operations.
- Implemented: Varnish (caching) strategy; SVN version control system; Responsive design for newsletters.
- Managed CMS migration from ColdFusion to PHP and PostgreSQL to MySQL.

Penn State University

University Park, PA

Technical Lead – Digital Library Technologies

Sept. 2001 – Nov. 2011

- Responsible for requirements, design, architecture, quality assurance and troubleshooting of web application development for the University Libraries.
- Designed, developed and maintained the web sites using Python, Django, MySQL, JQuery and CSS.

Technical Lead – College of Information Sciences and Technology (IST)

- Responsible for requirements, design, architecture, quality assurance and troubleshooting of web application development for faculty and staff within IST.
- Received the 2009 IST Dean's Circle of Excellence Award.

Web Administrator / Senior Programmer Analyst - Undergraduate Admissions

- Presided over the MyPennState Committee. Responsible for systems analysis, application flow, documentation, development and testing of Undergraduate Admissions web-based applications.

EDUCATION

B.S. Hotel, Restaurant & Recreational Management - The Pennsylvania State University

General Assembly - Product Management

Certified Scrum Product Owner

SKILLS

Product Roadmap, JIRA, Aha!, Information Architecture, Wireframes, Agile, Product Requirements, User Stories, Sprint Planning, Problem Solving, User Experience, User Interface, ColdFusion, PHP, JQuery, CSS, JavaScript, SQL, MySQL, PostgreSQL, SQL Server, SQL Stored Procedures, Django, Python, Drupal, HTML, XML, Figma, Sketch, Adobe PhotoShop, Excel, Word, Access