



produktchef

ROBIN SMITH

Robin Smith
+44 (0)7917 332 670
robin@produktchef.com

Flat 4, Foxwell House
60 Priory Road, Reigate
Surrey, RH2 8JB

PERSONAL STATEMENT

My name's Robin Smith. I'm a passionate Product Manager who specialises in the digital marketing and software development industries. I'm a digital enthusiast based in Surrey, UK, about 30 minutes outside of London.

I love to craft user-centred, hypothesis driven products from conception through to planning and delivery, using my extensive background in the digital design, user experience design and customer service fields. I have over 8 years of blended experience in a variety of positions in the digital marketing sector.

I'm also a Certified Scrum Product Owner, and Scrum Master having studied under industry leading experts Roman Pichler, and Martine Devos. As such, I relish working in Agile and Scrum based environments. I've experience in working with many project management applications and version control repositories such as Jira, Trello, Basecamp, Github and Axure.

QUALIFICATIONS

2016

Certified Scrum Master

2015

Certified Scrum Product Owner

2009

BTEC National Diploma: Media Studies
Results: Triple Distinction

2007

9 GCSE's
Results: 3 A's, 3 B's, 3 C's



EXPERIENCE

Infinity - Product Manager

April 2016 - Present

Working within the Product team to coordinate, research and define requirements of the Infinity call tracking SaaS and PBX call-centre products. Infinity is a fast growing, VC-funded tech scale-up business that covers over 50 international territories.

My responsibilities include working closely with key stakeholders across all of our product offering, to ensure we're answering our clients challenges through well thought out, comprehensive functional specifications and wireframes right from feature conception through to delivery.

I have also lead the introduction and continual use of Agile methodologies and Scrum framework to better estimate, refine and deliver requirements from the wider business, with a co-located development team across Europe.

FORFRONT - Product Manager

March 2014 - April 2016

Leading the strategic direction and user experience design of the mobile app presence and marketing automation suite of e-shot – a UK based email service provider with over 5,000 active users internationally.

My responsibilities span across the technical, business and UX areas of the company and included heavy involvement in Forfront's Agile development environment and Scrum, technical pre-sales assistance, escalated technical support, triage of incoming bugs and maintenance releases, and training in the form of public webinars, conferences and bespoke sessions.

DAYS OF THE YEAR - Creative Director

Oct 2009 - Present

Founded in 2009, Days Of The Year attracts in the range of a million unique users per month, as the result of a cohesive and successful product, design and comms strategy. Days Of The Year aims to bring all of the world's weird, funny, wonderful and bizarre holidays under one roof, and to create the ultimate guide to celebrating each and every day.

As Creative Director, my responsibilities include ownership of branding and involvement in marketing and commercial endeavours of the business, while working alongside a multi-talented and geographically wide-spread team.



EXPERIENCE

FORFRONT - *Design & Support Manager*

August 2013 - March 2014

Managing a mixed team of digital designers and customer service agents to ensure swift technical support and bespoke marketing services for existing and new customers. These services largely included; responsive HTML email, web design and campaign management services.

Responsibilities included extensive analysis and reporting of the team's workload, SLAs and estimated timeframes to stakeholders and other departments on a regular basis. Effective communication with various other departments to ensure fluidity in the business was paramount.

Forfront - *Digital Designer*

October 2012 - August 2013

Visual Overdose - *Self-employed*

January 2011 - November 2012

CLIC Sargent - *Freelance Digital Designer*

November 2010 - January 2011

Milligo - *Visual Effects Artist*

January 2010 - November 2010

Step Online York - *Digital Designer*

July 2008 - August 2009