

SO, YOU'RE SEARCHING FOR A PRODUCT DEVELOPMENT LEADER...

WHAT'S THE QUALITY YOU LOOK FOR MOST IN A NEW EMPLOYEE?

EXPERIENCE

Need someone innovative with a proven track record of achievement?

LEADERSHIP

Need a self-starter who can drive big teams and manage change?

RESULTS

Want to see huge numbers that back up huge customer wins?

CREATIVITY

What do you think about this résumé?

OF COURSE!

WE JUST NEED WARM BODIES TO FILL THE SEATS

OBVIOUSLY!

I DON'T THINK I CAN AFFORD ONE OF THOSE

ABSOLUTELY!

THAT DON'T IMPRESS ME MUCH

LOVE IT!

EH... DO YOU HAVE A TRADITIONAL ONE?

2004-PRESENT EDMUNDS.COM
Santa Monica, California
Dir. Social Media Programming
Dir. Product Management
Sr. Product Manager
Product Manager

2000-2004 MOVE.COM
Westlake Village, California
Sr. Business Systems Analyst
Product Manager

2012 CAL LUTHERAN UNIVERSITY
Thousand Oaks, CA
MBA Marketing (Expected)

1993-1997 UNIVERSITY OF ALASKA
Fairbanks, Alaska
B.A. Psychology & Anthropology
Magna cum Laude

ANY OTHER FACTS I SHOULD KNOW?

I NEED TO SEE MORE STATS



Led a full-scale redesign of InsideLine.com, a \$5 million per year web property, managing a cross-functional project team of 43 people.

Responsible for the entire product development lifecycle of the site from ideation through implementation, managing day-to-day operations with a \$1 million dollar budget.

WE NEED SOMEONE LIKE THAT!

WHAT'S INVOLVED IN A SITE REDESIGN?

The InsideLine.com project was a full scale site redesign, from front-end to hardware, that I worked on for two years. On the project, I:



Conducted all of the user testing

Wrote the high-level requirements for the CMS and DAM systems

Created the pitch to corporate



Worked with the design team on all aspects of site design



Wrote the requirements for every page of the web site

Developed the information architecture for the site

Worked with the SEO team from page code to directory structure

The site redesign was a test run for the Edmunds.com redesign, where I performed these same functions.

SHE SOUNDS AMAZING. HOW CAN I SIGN HER UP?

HOW CAN I CONFIRM THIS?



SCAN THIS TO DOWNLOAD MY TRADITIONAL CV

OH NICE! I LIKE TECHNOLOGY!

I'D RATHER SEE IT ON REALLY NICE PAPER



Increase in monthly video views and page views on InsideLine.com during Auto Show season



Increase in likes on the Edmunds.com Facebook page



Increase in followers of the InsideLine.com Twitter account



Increase in followers of the Edmunds.com Twitter account



Growth of monthly unique visitors to InsideLine.com (from 1MM to 3.5MM)

SHE NEEDS TO COME IN FOR AN INTERVIEW!

OK. YOU GOT ME. WHO IS SHE?

1999 I worked at my first startup (the now defunct beOutdoors.com)



2002 The year I started tweeting

2007 The year I started blogging

2011 The year I realized paper résumés were a thing of the past



A FORWARD THINKER! WE NEED THAT!

THAT'S INTERESTING, BUT SHOW ME THE NUMBERS



"MICHELLE is one of the brightest, most self-directed people I know. Every time I handed her an idea, it would always come out better than I had imagined."
- Suzanne Horton, CEO, Horton Associates

"IF THERE WAS a problem area within the company, Michelle was sent there to solve it, and she always did. She consistently thrives in a challenging environment."
- Karl Brauer, Former Editor-in-Chief, Edmunds.com

WE WANT HER!

I'M STILL NOT SOLD...



careerbuilder

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The Ladders

