

JUSTIN MURRAY

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SUMMARY

Curious product leader eager to dig into details, understand use cases, and design by data. My entrepreneurial approach to product has driven key metrics with a pragmatic roadmap. Familiar and eager on lean teams, I'm always wearing different hats while working hand in hand with both engineers and executives. I use large data sets to inform efficiency, improve the experience, and increase productivity. I ask 'why' a lot.

WORK HISTORY

Product Manager - Mirixa – Jan 2016 – Present - Emeryville, CA

- Design and implement scalable enterprise data products providing a minimum of 3:1 return for nationwide customers and resellers.
- Master data, integrate, identify patterns, and provide actionable insights on large and complex data sets covering upwards of 10 million people each set.
- Using quantitative and qualitative research methods I define metrics, design for users, execute agile development and recently improved workflow efficiency by at 30%-50% for daily active users.
- Owns strategy, product, and initiatives which ship compliant solutions (100% audit pass rate) to empower the user, solve customer problems, and improve internal and external KPIs.

Program Manager - Mirixa – Sep 2013 – Jan 2016 - Reston, VA

- Client lead for multiple fortune 50 customers managing programs consisting of big data analysis, proactive targeting, timely implementation, user engagement, and clear financial results.
- Designed and led technical implementation of a scalable enterprise payment solution serving 55k entities, resulting vendor elimination saved \$100k annually.
- Four-time recognized valuable employee for cross-functional customer service in audit, implementation, and sales initiatives.

Editor - Stoney Roads – Feb 2011 – Dec 2015 - Washington, DC

- Directed and delivered content and nationwide marketing initiatives for a media site with 400k monthly readers. Executed nationwide campaigns through DoubleClick for publishers.
- Authored editorial features on music news, features, and industry opinion. Defined and executed content strategy based on brand and advertising client goals.

Operations Support Associate - Mirixa – Sep 2012 – Sep 2013 - Reston, VA

- Provided solutions for users nationwide completing detailed tasks in fast-paced retail environments. Delivered upon mission to 'empower the user' by becoming an expert on complex workflows.
- Owned and implemented multi-faceted training on enterprise software application used by 80k skilled users (clinicians).

Project and Marketing Manager - Freelance – Mar 2009 – Feb 2011 - Washington, DC

- Curated content and media partnerships highlighting the intersection of music and brands through collaboration with artists, managers, and brand marketers.
- Management and PR and marketing for 5 independent record labels leading distribution on major web platforms and media support in key markets.
- Managed team of contracted remote engineers to design, develop, and launch native iOS app. Lead App Store approval and release process.

EDUCATION

Business Administration and Management

NVCC - Annandale, VA

Product Management

General Assembly – Washington, DC

Intro to Programming Nanodegree

Udacity – San Francisco, CA

Full Stack Nanodegree

Udacity – San Francisco, CA

SKILLS

Agile Product Owner

Data Analysis

Rapid Prototyping

SDLC/scrum

JavaScript/HTML/CSS

Python + SQL

Strategy and Roadmaps

UX/UI Design