

Web: portfolio.samdunne.co.uk

Email: samueljoedunne@gmail.com

Phone: +44 (0) 7984484841

Overview

I am a hard-working, determined and adaptable individual with significant experience partnering some of the biggest branded clients in the world. I value building strong working relationships with the goal of developing engaging products across a range of platforms. I have a deep understanding of agile methodologies within high-pressured, demanding environments and have spent the last three years becoming an integral member of a rapidly growing technology company.

Experience

Product Manager - Pulselive

November 2014 - present

Currently, I am the Project Lead for two separate products at Pulselive, balancing responsibilities as the lead of cross-functional teams for the Premier League mobile apps and Pulselive's bespoke suite of client-facing tools. I have recently dedicated a significant amount of time to transforming the processes in place for both projects with a focus on increasing efficiency, promoting new agile methodologies and enhancing the quality of output.

These improvements have resulted in a new-found capacity to balance significant functionality expansion alongside ongoing maintenance work for Pulselive's internal platforms. With regards to the Premier League apps, at the time of writing, there have been more than 10.5m users across both the iOS and Android app so far this season, compared to 8.2m recorded over the entirety of last season. The iOS app was also featured as the App of the Day on 17 November 2017 and holds a 4.7 rating from over 97,000 reviews, a significant increase on the 3.5 rating from 3,000 reviews when I began on the project in October 2017.

Previously, I delivered the new Leicester City FC website which contributed to the club claiming runner-up for 'Best Use of Technology In A Football Club' at the Football Business Awards. Prior to this I was part of a small team that worked on The Premier League tender response and subsequently became the Product Owner of the website. During my first 12 months at Pulselive I was integral to the delivery of 12 projects, including the Rugby World Cup, Cricket World Cup websites and other products for clients as diverse as BBC, Expedia and UK Athletics.

My responsibilities have grown significantly during my time at Pulselive and, with the company continuing to expand exponentially, I have increasingly provided support and guidance to new

members of the Product & Project departments. I also have benefited from two title increases over a 3 year period, recognising my expanded responsibility and relationship with major clients.

Other noteworthy aspects of my time at Pulselive include:

- Introducing a cross-functional squad-based approach to operations within the company, in addition to various agile ceremonies such as backlog grooming, retrospectives and stand ups
- Developing Pulselive's suite of client products through requirement gathering, product planning, release management and training of clients and colleagues on products such as the Football Data Tool, Social Curation Platform and CMS
- Handling of SEO enhancements for ICC, Cricket World Cup and Premier League
- Building Google analytics based reports for ICC events, Expedia and Premier League to inform creative decisions. Reports would be fed through to clients to assist with internal event reviews and ongoing discussions about product improvements
- Coordinating user research and usability testing exercises including focus groups, surveys, A/B tests, closed betas and learnability studies
- Prioritising of tasks and the managing of department workloads through new sprint-based operations, involving a thorough QA testing plan and release strategy
- Coordinating resourcing and future planning with the heads of departments
- Leading product enhancement sessions with stakeholders, internally and externally as part of an iterative development cycle
- Hosting 3rd party integration meetings, creative review sessions and travelling to represent Pulselive at BBC, Premier League, Leicester City and industry engagement sessions
- Writing stakeholder reports, SoWs, briefs, responses to RFPs and documenting requirements at a granular level
- Scoping of proposed work including resourcing and commercial estimates
- Promoting responsive web solutions for product optimisation on mobile, tablet and desktop
- Participating in the interviews of Product candidates and assisting with their on-boarding
- Creating wireframes and UX for Premier League, Rugby World Cup and London 2017

Account Executive - Sideshow Agency

May - November 2014

I created and curated content for a range of clients including BT and The Chartered Institute for IT, taking ideas from inception to completion. I coordinated with third parties, clients and members of the creative team to produce engaging material that satisfied the client and engaged audiences, often with the view to assisting BT's B2B customer services and promoting their SME service offering.

Social Media Executive - Health-on-Line

September 2013 - May 2014

I established, developed and maintained the social networks of Health-on-Line, one of the fastest growing Private Medical Insurance organisations in the UK. I created content in the form of advisory blogs and daily social activity, in addition to working with the Head of Marketing to establish digital campaigns and structuring proposals for a customer facing app.

Tool / Technology Knowledge

- **Management** - Atlassian (Trello, Confluence, JIRA, JIRA Service Desk)
- **Creative** - Sketch, XMind, InVision, Balsamiq Mockups, Adobe Photoshop and InDesign
- **Development** - Swagger, Sublime Text, HTML and CSS
- **Organisation** - GoToMeeting, Passpack, Dropbox, Toggl, Float, Slack, Google Analytics
- **Documentation** - MS Office (Powerpoint, Excel, Word), Google (Drive, Mail, Calendar, Sheets, Docs), Apple (Numbers, Pages)

Education

1st Class Interactive Media Production BA (Hons) - Bournemouth University, UK

The course provided a solid grounding of key design principles in compliance with a detailed range of media theories. These guided me to produce a variety of digital media from websites and apps to animation, sound and video across a range of platforms.

A2 Qualifications - Wycliffe College, Gloucestershire, UK

A (Media Production), **2 B** (Psychology, Politics)

GCSE Qualifications - Colston's Collegiate, Bristol, UK

4 A*, **5 A**, **1 C**

Interests

Having been a huge sport fan my whole life, it is with torturing honesty that I admit I'm a Newcastle United supporter. I play football, train at the gym and enjoy running regularly. I am a frequent festival reveller, notching up my fourth consecutive Glastonbury last year. I attend as many gigs as I can, continually trying to find new music and rack up my 'Year in Numbers' Spotify stats. I like to indulge in the latest TV drama, with special mentions to Stranger Things and Game of Thrones.

One of my greatest achievements was hitchhiking from Bournemouth, UK to Budapest, Hungary in under 36 hours, in aid of Make a Wish Foundation. I'm actively looking for the next challenge.