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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 methodology 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

I was part of a small team that worked on The FA Premier League proposal and tender which we won against much larger competitors. I subsequently became the Product Owner of the website and was heavily involved in the development of the app which were successfully delivered on time for launch in July 2016. As of May 2017 more than 80 million users have enjoyed the site since launch with app downloads of over 7 million. 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. I am now the Product Owner of the new Leicester City FC website and in parallel head the development of Pulselive's internal suite of bespoke site management platforms.

I have delivered a range of requirements simultaneously for often highly demanding clients. In each instance I have been expected to grasp an understanding of the long-term product roadmap and consider the pressures the client is under from internal stakeholders and sponsors, while ensuring the detail is not overlooked on a day-to-day basis.

My responsibilities have grown significantly during my time at Pulselive with a further role change resulting from the success of the Premier League launch. The company has expanded exponentially since I joined, with a Product Team that has more than doubled, leading me to provide support and guidance to all its members. I have benefited from two title increases over a 2 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
- Delivering multi-language solutions for Rugby World Cup involving new CMS user workflows
- 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 SLT and 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, UK Athletics and industry engagement sessions
- Writing 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 through providing external and internal introductions and an overview of company procedure
- Engaging colleagues who have credited my maturity, attentiveness and personable nature
- 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), Google Analytics
- **Creative** - Sketch, XMind, InVision, Balsamiq Mockups, Adobe Photoshop and InDesign
- **Development** - Swagger, Sublime Text, HTML and CSS
- **Organisation** - GoToMeeting, Passpack, Dropbox, Toggl, Teambook, Slack
- **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

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

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

GCSE Qualifications - Colston's Collegiate, Bristol

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 third consecutive Glastonbury this 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 House of Cards and Game of Thrones.

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

References available on request.