

Melisa L. Koesters

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Professional Summary

- Senior Product Manager with software and e-commerce experience including:
 - product management in software, retail, auto, and travel industries
 - development of strategic online marketing plans
 - usability, design, and product development
- Displays broad business acumen, demonstrating solid knowledge of financial strategies as well as marketing and product development processes
- Utilizes exceptional verbal and written communication skills, effectively managing developers, web designers, IT, compliance, business analysts and creative teams
- Possesses strong work ethic and proven track record of delivering quality products and accomplishing goals under tight timelines
- Proficient in software development, e-commerce, site merchandising, search engine optimization, product development, project management, market research, competitor analysis, Microsoft Office Suite, Google Analytics, Site Catalyst, JIRA, and Word Content Management Systems

Professional Experience

BLUESTEM BRANDS, Minneapolis, MN

July 2015 – Present

Product Manager

- Responsible for improving competitive positioning by driving the business strategy, vision, implementation and rollout of product improvements and new features for Fingerhut.com, Gettington.com, and MyPayCheckDirect.com
 - Successfully migrated shopping experience to new responsive platform allowing for an optimized customer experience and improved add to cart and shopping conversion metrics
 - Managed the vision for new features and functionality for new business model focused on closeout and overstock products
 - Visionary for website enhancements, manages roadmap and priorities and meets with Executive stakeholders to gain alignment.
- Leads an implementation team of 10 individuals consisting of Business Analysts, Project Managers, Designers, Information Architects, Developers, and QA
- Strong understanding of usability best practices and A/B testing
- Responsible for creating and presenting strategic analysis, including:
 - Competitive benchmarking and market analysis
 - Defining key performance indicators and measurable goals
 - Identifying partnerships with 3rd party vendors and negotiating contracts
- Meets with Call Center Representatives and reviews website complaints to identify issues and areas of opportunity

TOUCHNET, Lenexa, KS

August 2011 – June 2015

Senior Product Manager, July 2013 – June 2015

Product Manager, August 2011 – July 2013

- Product lead for secure e-commerce software for Higher Education
 - Successfully launched *SponsorPoint*, a 3rd party billing software solution, allowing corporations to pay sponsored student tuition and streamline account payment and management processes
 - Managed *Marketplace Point of Sale* from conceptualization to launch, allowing customers to collect traditional web based payments at the point of sale utilizing secure point to point encryption technology
 - Composed requirements, usability standards, and documentation for the company's first app store submission to Apple for *Marketplace Point of Sale*
 - Led product planning, roadmap initiatives and go to market plans
 - Project managed cross functional teams consisting of design, development, QA, IT, and technical writers
 - Determined key product features based on competitive analysis, market opportunities, and customer feedback
 - Led product and new feature training and assisted with product documentation
- Technical lead for new features and enhancements
 - Composed technical documentation and business requirements for new products and features

- Evaluated user interface and recommended solutions for an optimal user experience
- First internal team to implement agile and scrum philosophies
- Prioritized key features, enhancements, and bug fixes for sprint planning
- Performed user acceptance testing and gave feedback to development team
- Oversaw product sales process
 - Led Marketplace sales presentations for prospects resulting in approximately 150 sales generating revenue ranging from \$5,000 to \$205,000 per sale based on features implemented
 - Presented product features and roadmap initiatives to audiences of up to 300 people
 - Approved all RFP responses for Marketplace

AFFINION GROUP, Stamford, CT

September 2008 – July 2011

Senior Product Manager, July 2010 – July 2011

Product Manager, September 2008 – July 2010

- Product business lead for redesigning, branding, and implementation of new product web sites for numerous clients, including Fortune 100 financial institutions
 - Advised clients and lead internal teams in determining functionality, enhancements, branding, product benefits, product and marketing strategy
 - Approved web site deliverables, including business requirements, wire frames, and test cases
 - Managed web designers, technical teams, compliance, and creative teams to ensure timely site launch
 - Lead user acceptance testing and problem solved issues to ensure quality web site
 - Coordinated fulfillment for online marketing channels
- Product lead on multiple high priority initiatives
 - Managed development of company's first mobile application and go to market plan
 - Led conversion of websites to new backend platform
- Management of daily operations of web sites
 - Managed direct report and teams to implement web site changes, enhancements, client requested changes, and legal updates
 - Ensured web site content met client's product requirements and legal standards
 - Established and maintained quality vendor and client relationships
 - Analyzed web site usage metrics via Google Analytics and Omniture to identify enhancements focused on improving web site marketability

HAYNEEDLE (*formerly NETSHOPS*), Omaha, NE

April 2006 – August 2008

New Store Online Web Coordinator

- Development lead for new online retail web sites
 - Conducted competitive, keyword, and trend analysis to determine web site success probability
 - Performed research and selection of vendors and products based on sales performance, demand, and trends
 - Researched competition to ensure best product selection, pricing, and credit terms with vendors
 - Managed creative and IT teams to ensure web site launch met deadline
 - Merchandised web site to feature best selling products and best assortment by category
- Online retail web site performance analysis
 - Performed market research on search engine optimization terms to increase web site traffic
 - Prepared and analyzed reports consisting of product sales information, buying trends, and web site navigation

Education

WAYNE STATE COLLEGE, Wayne, NE, 2001

Bachelor of Science in Business Administration (Honors) with emphasis in Marketing

Minor in Online Media