

# Jamie Giannini

Experienced B2C/B2B product manager and content developer

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## EXPERIENCE

### HealthMine, Dallas — *Digital Engagement Manager*

June 2017 - PRESENT

Create digital content and manage communication channels to drive acquisition, engagement, and retention. Lead new machine learning initiatives to enhance member experience.

### HealthMine, Dallas — *Product Manager*

April 2016 - June 2017

Planned and wrote requirements for new product features, led member experience scrum team in PO role, monthly presentations to CEO and executive management team, led product demos, designed and executed A/B tests to optimize user flows, and analyzed data to identify new opportunities.

### Match.com, Dallas — *Product Manager*

January 2014 - April 2016

Defined and developed product ideas, requirements, and wireframes for new features related to member registration and onboarding. Presented findings to executive team, pitched new features, and served in PO role on scrum team.

## EDUCATION

### Southern Methodist University, Dallas — *Master's Degree, Interactive Technology*

2010 - 2012

### Point Loma Nazarene University, San Diego — *Bachelor of Arts, Journalism*

2004 - 2008

News Editor for *The Point Weekly* university newspaper

## Skills & Software

UX/UI Design  
Interaction Design  
Email Design  
Prototyping  
Product Management  
Digital Marketing  
Agile Development  
HTML / CSS  
Sketch / Adobe suite  
Principle  
Salesforce Marketing Cloud  
MailChimp  
Aha! Product Roadmapping

## Certifications

Google Analytics Certified  
Google AdWords Certified  
Digital Marketing Certificate, General Assembly  
Pragmatic Marketing Certified, PMC-III

## Memberships

American Institute of Graphic Arts (AIGA), Interaction Design Foundation