

Joy Mitchell

Product Manager

Experience

Apr 2016 - present

Head of Product

pocket.rev

- Leader for product vision, strategy, design, marketing, and development at a faith and tech startup.
- Used lean startup methodology to create 2 wireframes, 3 landing pages, and 2 iterative product releases.
- Led marketing campaigns resulting in an 18% conversion rate and partnerships with 3 faith based organizations.
- Ran a closed beta test resulting in the identification and prioritization of 10 new features.

Feb 2016 - present

Freelance Consultant

Self-Employed

- Mapped and redesigned an admissions process to increase scalability, effective marketing, and communications.
- Provided digitization expertise and managed the creation of a Salesforce data management system strategic roadmap.
- Developed a new \$150k revenue channel and provided recommendations for scalability and guidelines in the development of future programs.
- Evaluated program information systems to determine the best fit for long term strategic goals.

Jan 2015 - Dec 2016

West Coast Project Manager

HBK Engineering, LLC

- Worked independently to set-up a presence on the west coast.
- Marketing and networking activities led to partnership discussions with three consulting companies.
- Developed construction inspector and design engineer field training used to on-board new engineers and technicians.

Sep 2011 - Jul 2013

Manager

Integrys Energy | North Shore Gas | Gas Operations

- Established a compliance & planning group to create and manage an annual plan; forecasted resource needs based on upcoming work and provided more focus to compliance goals.
- Instituted a turn key construction process to replace over 170 aging steel gas service pipes within a one year period to reduce regulatory risk.
- Enacted an accelerated above ground gas pipe inspection and replacement program for over 20 locations to meet compliance and safety objectives.
- Led compliance, planning, administrative, distribution operations, and distribution maintenance activities for approximately 150 employees.

Apr 2007 - Sep 2011

Manager (Product Manager)

Integrys Energy | Peoples Gas | Gas Operations Executive Office

- Leader and creator of a 20-person product management department resulting in the creation of a product roadmap and the implementation of 100+ change requests and feature enhancements within 18 months.
- Led a cross-functional team during a \$100M software implementation project using agile methodology with scrum.
- Re-designed and automated all gas distribution processes resulting in over \$1M in cost savings annually.
- Responsible for scope management, budget management, risk management, business requirements, specifications for system configuration, requirements for interfacing, data conversion, end user documentation, change management, system audits, business process audits, testing, and training.
- Established the Peoples Gas Centralized Planning Department to efficiently plan, schedule, and as-build over 300 work orders daily.

Personal Info

Address

San Francisco Bay Area, CA

Phone

773-930-6775

E-mail

joyvmitchell@gmail.com

WWW

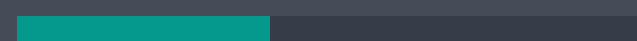
<http://www.joyvmitchell.com>

LinkedIn

<https://www.linkedin.com/in/joyvmitchell/>

Skills

Idea Management



Specifications



Roadmapping



Prioritization



Delivery



Analytics & Experiments



Customer Feedback



Utility



Project Implementation



Leadership



Coordination



Process Standardization



Working Independently



Teamwork



Multi-Tasking



Sep 2004 -
Apr 2007

Senior Engineer (Product Manager)

Peoples Gas | Gas Operations Executive Office

- Developed and implemented a GPS enabled mobile and web based mapping, field inspection, and locate application across Peoples and North Shore Gas and over 300 vehicles, resulting in a 25% increase in efficiency.
- Created a cost per unit and man hours tool that was used to create a 128.2M budget from the bottom-up.
- Determined cost to maintain aging pipe segments for use in a return on investment replacement project comparison tool, resulting in over a 10% increase in capital budget usage.



Education

University of Michigan, Ann Arbor | B.S. Engineering

- Majored in interdisciplinary engineering to meld engineering and business coursework in preparation to create innovative and pragmatic solutions.
- Designed program to increase analytical skills while feeding my entrepreneurial spirit.
- Passionate about courses in project management and process engineering.



Additional Experience

Feb 2018 -
Jun 2018

Ignite Institute at PSR

Certificate of Leadership And Innovation For An Unpredictable Future

- Won 3rd place for a group design thinking exercise to create a pitch for increasing recycling activities.
- Using design thinking coaches from IDEO to provide a group solution to increase minority colorectal cancer screenings for Kaiser Permanente.
- Developing an inspiring and compelling pitch for leadership vision based on lectures, workshops, and coaching provided from top silicon valley and other experts.

Oct 2017 -
Jan 2018

Apps Without Code

Bootcamp

- Refined pitch development based on value proposition.
- Gained customer definition and sales funnel experience.
- Marketing campaign creation included landing page refinements, cold e-mail messaging, proposal development, and customer decks.

May 2016 -
present

devlabs

Incubator

- Customer and user persona development.
- Pricing framework development experience.
- Business model re-design from B2C to B2B.

Jul 2013 -
present

Independent Research

Faith, Technology, & Millennials

- Developed leadership skills for critically constructive social analysis through coursework on spirituality and social change at Pacific School of Religion.
- Excelled at the following courses: Transforming Christian Theology, Spiritual Formation For Leadership, Faith & Public Health.
- Researched and developed faith and technology as a solution to increasing depression and anxiety disorders amongst millennials.
- Created the foundation for addressing how faith leaders can engage with millennials in a more authentic and culturally relevant way.

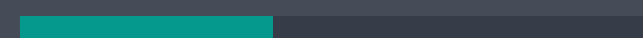


Software

Sharepoint



Salesforce



Microsoft Office Suite



Balsamiq



Wordpress



Lucidchart



HTML



CSS

