

Christine B. Brumback

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OVERVIEW

Entrepreneurial Senior Product Manager specializing in growth, innovation and operational streamlining. Experience managing full product lifecycle – from market research and planning through launch and support, with a track record of successful launches in personalization, health, community and social media. Proven strength in developing and maintaining solid client and vendor relationships, and managing diverse teams.

AREAS OF EXPERTISE

Product Management | Project Management | Social Media | Community Management | Online Marketing | Vendor Management

CAREER HISTORY

Manager Web Strategy & Operations, HopeLab / www.hopelab.org / Redwood City, CA 2007 – 2009

Accountable for all aspects of internet initiatives, including four branded sites serving teen customers, research partners and funders. Created and led online product roadmaps; managed design, features, development, web metrics, online marketing, SEO, operations and hosting strategy. Implemented and taught best practices for web content, newsletter marketing, social media and QA. Managed \$100K+ department budget. Led vendor and platform decisions for all web projects, consulted on numerous other vendor and partner engagements outside direct area of responsibility while aiding peers and senior staff with comprehension and adoption of technology trends and tools.

Key Achievements:

- Initiated analysis of online game order process. Created proposal for user experience improvement, developed consensus; created wireframes, launched changes. **Increased order completion by 50%.**
- Analyzed and updated Google adwords. Using more targeted and user centric keywords, **increased clickthrough rate 25%.**
- Created and **integrated company social media strategy**; proposed and gained consensus with executive team and staff, established presences on Facebook and Twitter and built followers, launched new blog.
- Managed hopelab.org site redesign and **delivered on-budget**. Initiated use of open source publishing tools, ensured ease of use of site updates; **reduced errors and time to update by 90%.**
- Planned and executed streamlined operations. Researched, identified and set up tools for business operations including hosting, community, donations, online competition, case and bug tracking, inventory management, web analytics and email marketing. **Reduced operations and licensing costs 45%.** Initiated security audit, ensured findings were implemented.
- Influenced personal/professional network to assist in game distribution with the addition of **a nationwide family support care network.**
- Major contributor to product development and management of gDitty, a device-to-web product tracking teen physical activity which was **recognized by the White House** Office of Social Innovation.

Lead Producer, Rodale Interactive / www.rodale.com / New York, NY 2005 – 2007

Led cross-functional team, including three direct reports, to produce content products and applications on time and on budget for flagship online brand, Prevention.com. Managed production and operations during traffic and advertising growth, with project budgets up to \$100K. Product development advisor, focusing on experimental integration of technologies.

Key Achievements:

- Improved production processes to ensure on-time delivery, **increasing newsletter volume by 50%.**
- Launched first podcasts and audio blogs for interactive division (gathered requirements, identified technical solutions and set up sites with minimal budget) including **Bicycling.com's Tour de France podcast, generating \$20K in sponsorship, Prevention.com's first blog, and Backpacker.com's first audio blog** (earning *Backpacker* a prestigious Min award).
- Launched and managed division's first ugc application for Breast Cancer Awareness Month under severe budget, time, and staffing constraints. Exceeded traffic goals, helped renew future sponsorship.

Resident Researcher, Adjunct Faculty New York University, ITP / New York, NY **2004 – 2005**
Taught two graduate courses and ran audio lab, providing guidance to student projects

Key Achievements:

- **Selected from 100+ students for post-grad research fellowship** and teaching position.
- **Co-Developed curriculum and taught new class**, using design research to develop products for children with disabilities, requiring ongoing human factors research throughout entire semester.
- Located, applied for and **received teaching grant** from NYU to cover research costs for the class.
- Initiated and managed relationship with the Henry Viscard School, allowing NYU students to develop long term research partnerships with children with special needs and their caregivers.

Product Development/Production Consultant, Self-Employed / New York, NY **2003 – 2005**

- Producer, EngenderHealth.org; Product Management, Oddcast.com; User Experience Intern, NYU Medical Center; Online Marketing & User Experience Intern, NYSE.com
- Provided product development support including research, requirements development, and production

Product Manager, Excite.com, Excite@Home / Redwood City, CA **1998 – 2002**

Product Manager (Personalization Platform and MyExcite) **1999 – 2002**

Managed roadmap, requirements, project plan and metrics for excite.com and personalization platform, a rapidly growing product with five million daily unique customers. Led cross-functional team of 15. Collaborated with stakeholders company-wide, ensuring product roadmap supported corporate goals.

Key Achievements:

- Planned **successful launch of four new ad products, generating \$200K per quarter**. Collaborated with sales development team to define opportunity, target sponsors and pricing.
- Launched new content and personalization features, **increasing product feature selection by 50%**.
- Advanced MyExcite product from single application to personalization platform serving other content applications and other brands.
- **Enlisted by COO to lead cross-company initiative** "Project Ignition", managing 12 peers and superiors to implement content and features to increase company-wide traffic and ad impressions.
- Promoted to Product Manager within six months. Hired and managed Associate Product Manager.

Associate Product Manager, (Excite Mail and People Finder) **1998 – 1999**

Defined product requirements, conducted user testing, managed customer communication for Excite Mail webmail product. Co-managed platform migration, transferring two million accounts. Expanded product line with minimal funding, leading "volunteer" team to develop and launch member directory that served multiple community products. Sold product vision to secure ongoing resources.

Community Producer, BayInsider.com, Cox Interactive Media / San Francisco, CA **1996 – 1998**

Instituted strategic planning as first hire for new local internet product, BayInsider.com, and trained staff in various markets on community moderation tools and practices. Collaborated with corporate technology team to identify requirements and improvements for publishing and community platforms.

HTML Developer, Discovery.com, Discovery Channel Online / Bethesda, MD **1995 – 1996**

First hire on production team publishing daily content to newly launched Discovery.com, an award-winning site with departmental budget of \$20M. Produced and reviewed IA and HTML, identified and implemented an improved production process to be handled in house, and subsequently assisted in hiring and training 3 new staff. Implemented first advertising on-site.

EDUCATION

- **MPS** – Master of Professional Studies, **NYU, ITP (Interactive Technology Program)** New York, NY
- **AB** – Bachelor Degree in History, **Princeton University**, Princeton, NJ

TECHNOLOGY & TOOLS

HTML / CSS • WordPress • Photoshop • MS Office • Basecamp • Bugzilla • Trac • Salesforce • Survey Monkey • Mailchimp