

Technical Systems Analyst/ Product Manager

Problem solver, analyst, project manager, and strategist focused on achieving goals with excellence.

Skills and Technical Proficiencies

Project Management

Agile lead, cost-benefit analysis, project scoping, critical path management, risk assessment, problem-solving, communicating technical details to non-technical staff, system-integration, coaching, conflict resolution, directing, motivating, and enterprise frameworks and methodologies (Agile, Scrum, Kanban, and Waterfall), onshore and offshore teams.

Technical

Jira, Confluence, Git / Github, SharePoint, MS Project, Adobe Experience Cloud, Adobe Experience Manager (6.2, 6.4, 6.5), Adobe Search & Promote, Adobe Target, Adobe Campaign Classic (9032).

Cascading style sheets (CSS), HTML, JavaScript, Python 3, SQL, Java.

Professional Experience

Marriott International, Bethesda, MD - Consultant

Senior Business Systems Analyst, January 2020 – Current

Primary liaison for Personalization and Orchestration platform team. Define functional requirements and influences IT architecture and development decisions to enable new capabilities and reach future strategic goals. Provides expertise for data ingress and egress from Adobe Campaign Classic and other enterprise data platforms within reservation and marketing systems.

- Influenced API design by guiding discussions within IT teams, identifying unscalable designs, and guiding best practices.
- Lead team grooming sessions, design discussions, and working sessions that generated alternative solutions and improved the teams understanding of the work.
- Improves teams' throughput by communicating and documenting business requirements and acceptance criteria.
- Provides expertise for data ingress and egress between Adobe Campaign Classic, real-time reservation system (Kafka), and other enterprise data platforms.

Pentagon Federal Credit Union, Tysons, VA

Project Manager/Business Analyst, Platforms: May 2019 – Current

Identifying and communicating product roadmaps, objectives, requirements, use cases, user stories, and acceptance criteria to cross-functional teams in order to complete projects on time and on budget.

- Implemented major CMS platform enhancement and delivered system architecture diagrams, risk assessment, user stories, acceptance criteria, code review, bug fixes, and implementation workflows. **Platform: Adobe Experience Manager (AEM) 6.2 to 6.4**
- Lead AEM and Adobe Digital Asset Management (DAM) optimization, implemented new workflows and taxonomy, implemented headless content delivery, and other integrations.

Platform: Adobe Experience Manager (AEM) 6.4 and 6.5

- Integrated onsite search tool with CMS, by providing business and technical rules, process flows, and custom tools to improve onsite search and user experience. **Platform: Adobe Search and Promote**
- Provided risk analysis, contract review, contract negotiation, and implementation plan for customer voice/online survey product. **Platform: Usabilla**
- Ongoing product analysis, monitoring and optimization leading to improved processes, workflows, and features for website averaging over 3 million visitors per month. **Platform: Penfed.org**
- Provided training material and lead workshops for Adobe Digital Asset Management, AEM Authoring, AEM Development, SEO, and AEM mobile authoring training provided to Marketing, Mobile App Development team, Corporate Communications, QA, UI, and AEM development teams. **Role: Trainer and Subject Matter Expert**

Senior UX Content Strategist/Product Owner: December 2016 – May 2019

Improved user experiences by creating strategic and tactical roadmaps, project plans, milestones, and governance frameworks by working with stakeholders across the organization.

- Implemented over 1,100-page website and transitioned multiple microservices from old CMS to AEM by creating product roadmap, department workflows, implementation plans, detailed work breakdown structures, and publication schedules. **Project: Content Management System Replatforming**
- Acquired and implemented SEO software after negotiating a 50% discount as part of optimization strategies leading to 10% and higher conversion rates and SEO improvements (222% increased organic traffic from December 2018 to June 2019). **Project: SEO/BrightEdge**
- Developed governance frameworks, communication plans, and intake processes that improved team throughput and communication. **Project: Business and Team Processes**
- Created proposal, SOW, and roadmap to meet WCAG 2.1 Level AA compliance, including vendor acquisition, contract negotiation, business validation, and process workflows. **Project: Accessibility**

Branded Holdings LLC, Tampa, FL

Director, Content Strategy: September 2014 – October 2016:

Led and supervised teams and served as subject matter expert for all content strategy efforts for various digital properties by defining functional and non-functional requirements, regular cost/benefit analysis, KPI reporting, and other system analysis duties.

- Lead prototyping of Natural Language Processing (NLP) application by creating application specifications, use cases, and other functional and technical requirements to classify 500K quotes by topic, sentiment, and emotion. **Project: NLP Proof of Concept**
- Created and improved information architecture and taxonomies for 3 lead-generation websites. **Project: Information Architecture and Taxonomy**
- Established and lead three brand-specific content creation teams over 25 team members each. **Role: Team lead**
- Reduced cost over 50% from prior year by renegotiating contracts. **Project: Vendor Management/Content and Design**

AAMP of America, Clearwater, FL

Strategist and Web Developer: March 2014 – September 2014

Led technology upgrade and utilization efforts for server and front-end stack while improving communication between executive, sales, product development and marketing teams.

- Increased e-commerce revenue by 80% by migrated platform and rebuilding information architecture, payment solutions, and inventory management. **Project: Magento Implementation**
- Implemented Google analytics across digital platforms to define and measure key performance indicators. **Project: Analytics Integration**
- Defined system and business processes, requirements, and scope. **Project: KPI and Metric Research and Benchmarking**
- Consulted business units, marketing, product development, sales, and vendor teams on available technological opportunities. **Role: Subject Matter Expert**

Branded Holdings LLC, Tampa, FL

Director, Content Strategy: May 2013 – January 2014

Led and supervised teams and served as subject matter expert for all content strategy efforts for various digital properties by defining functional and non-functional requirements, regular cost/benefit analysis, KPI reporting, and other system analysis duties.

- Expanded effectiveness and quality of content across multiple domains leading to 10-25% improvements in conversion rates. **Project: Content Optimization**
- Established, led, and mentored remote teams. **Role: Team Lead and Manager**
- Presented comprehensive site audits, competitive intelligence, and market research reports to senior leadership. **Role: Department Director**

Universal Health Care, St. Petersburg, FL

Senior Copywriter: October 2010 – March 2013

Lead strategist for written materials, printed and digital.

- Wrote a variety of copy/content for Medicare Advantage plans.
- Created A/B testing strategy and reporting.

Horizon Bay Retirement Living, Tampa, FL 2009 to 2010

Marketing Strategist/Copywriter: January 2009 – October 2010

Lead strategist for written materials, radio scripts, and executive presentations.

- Produced a variety of copy/content and presentations.
- Applied previously learned communication concepts to new industry.

Gregory Kevin Bowe | Business Analyst/Project Manager
571-524-0011 | gregory@gregbowe.com | www.gregbowe.com

AEGON/Western Reserve Life, St. Petersburg, FL 1997 to 2009

Marketing Strategist/Copywriter/Series 6/Life, Health and VA licensed

Variety of roles learning the financial business, leading competitive analysis unit, and providing marketing strategy.

- Successfully launched projects for Registered Investment Advisors, Financial Planners, CPA's and executives.
- Competitive analysis, marketing, Series 6 and FL Life, Health and VA licensed.

Education

**University of Maryland University College,
Adelphi, MD**

Masters of Science, IT Informatics

**Urshan Graduate School of Theology, St. Louis,
MO**

Masters of Arts, Ministry

Eckerd College, St. Petersburg, FL

Bachelor of Arts: Fine Art