HOLLAND M. COWGER

Product Manager

200 Water Street, Apt 511 – New York, NY 10038 – 917.209.5216 – hmcowger@yahoo.com
LinkedIn: http://www.linkedin.com/pub/holland-cowger/15/778/7b0

Certified SAFe Product Manager/Owner. I have thorough knowledge of product management in the Agile Method, from solving the customer problem, to epic, feature and story writing, to design, launch, iterating and analytics. I am highly organized with years of experience in the interactive production space, providing skillful support and insight to senior executives and leadership. I am able to prioritize and multi-task to achieve project as well as annual goals. I am an independent and self-motivated professional with excellent production and project management skills.

FOX.COM – Product Manager   4/21 – Present

Interactive Product Manager for both Foxweather.com and Foxnews.com.

- Lead Product Manager for Foxnews.com homepage redesign to launch in December 2022.
- Lead Product Manager for Foxweather.com which launched successfully in August 21.
- Worked closely with Tech Requirments Manager, UX, Creative and Stakeholders.
- Released multiple products on Fox News and Fox Weather from Listen to Article functionality, Weather Widgets, CCPA updates, video preview and shortly quizzes.
- Continuously using the Agile Method to create viable products for our users.

MACYS.COM & BLOOMINGDALES.COM – Product Manager   11/11 – 4/21

Interactive Product Manager for both Macys.com and Bloomingdales.com. Teamed up with UX, UI, developers, QE, analytics, finance and project managers to continuously update and enhance the Macy's and Bloomingdale's desktop, Mobile Web, iOS, Android and POS shopping experience.

- Using the Jobs to be Done framework to come up with new enhancements for desktop, Mobile Web, iOS, Android and POS that solve the customers problem.
- Teaming up with UX to create wireframes for the enhancement to ensure it'll work across all platforms and solves the customers problem.
- Work with UXR to research possible new enhancements by brainstorming, competitive analysis or customer interviews.
- Defining UI requirements and creating stories in JIRA for engineers to develop and working with them in the Agile framework to build out new enhancements and defect resolution.
- Work with the Analytics Team to tag enhancements to be able to run reports to measure success or failure.
- Developed and created numerous enhancements across both websites from the sign in page, homepage, browse page, POS, product display page, payments, profile and account, preferences, and FAQs.
- Enhancements to Macy's and Bloomindale's CMS to improve experience for my merchandize partners to easily add products, PROS and Customers Also Loved.
- Coordinating with various departments on releases to ensure when new enhancements are launched they are correct with working functionality.
- Working closely with stakeholders to ensure product is working and iterating on future developments.

AVRETT FREE GINSBERG – Senior Manager of Interactive Services   10/08 – 10/11

Built and managed the Interactive Division of a mid-sized advertising agency. Grew the division from 1 staff to 7. Increased gross billings from ~$30K to ~$450K in just over a year.

- Managed the entire Interactive Division and staff on a day-to-day basis.
- Analyzed, developed and established workflows and processes to increase profit margin through high efficiency, multi-tasking and resource allocation.
- Managed from conception, to design, to development, to launch of websites, mobile sites, banner ads (rich and static) and Apps (iPhone and Blackberry) for multiple clients.
- Hired developers, designers and QE as either freelance on a project-to-project or on a full-time basis.

- Planned and budgeted all staffing and equipment.
- Worked and developed all interactive new business pitches.

Prior experience – details can be provided upon request
- CONDENET – Interactive Production Manager   2007 – 2008
- DON McDONALD & SONS – Production Manager   2004 – 2007
- SONY MUSIC ENTERTAINMENT – Assistant Production Manager   2001 – 2004

TECHNOLOGY:
SAFe Product Manager/Product Owner Certified. Jobs to be Done, JIRA, Quip, HTML5, CSS, jQuery, Java, AJAX, SMS, Flash, WordPress, PHP, Ecommerce (Magento, PayPal), Mingle, Coremetrics, Adobe Analytics, Google Analytics, Windows and Mac OS platforms. Adobe Acrobat Professional 8.0, Creative Suite 4 applications, Photoshop, Illustrator, InDesign, Quark Dreamweaver, FTP applications, Adobe GoLive, Internet Explorer, Chrome, FireFox, Safari, Omniture, OmniGraffle. Excel, PowerPoint, Outlook, Entourage and Word.