

# LAURA TOTTEN

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## PROFESSIONAL SUMMARY

I am a Product Manager with a 10-year background in Web Development, Design, and Electrical Engineering, affording me the unique ability to become the connective tissue between intuitive design, technical solutions, and long-term business strategy. Experienced in Agile lifecycle models and Design Thinking, guiding products from conception to launch, as well as monitoring, measuring, and improving upon existing features.

## SKILLS AND TOOLS

Jira, Agile/SCRUM, Kanban  
SVN, Github, Jenkins  
Adobe Creative Suite  
Amazon Web Services  
Google Analytics, GTM, Hotjar  
New Relic, Pingdom, Travis  
Hubspot

## TECHNICAL EXPERIENCE

2016 - Sept. 2018 [Copious Inc.](#) **Senior Product Manager**

Copious is a digital design agency that works with brands to design, build, and grow ecommerce and business apps. Sr. Product Manager for custom Rejuvenation web application at \$100M annual revenue. Managed \$1.5M annual budget, team of 20.

- Simultaneously ran low-input high-return features improvements alongside core system upgrades and a multi-year application redesign effort for Rejuvenation.com. Saw increased stakeholder buy-in, built trust in partnerships across departments, received positive feedback from users and saw a significant revenue increase YOY.
- Defined and held ownership over annual product strategy roadmap built via customer and market insights, review of internal competencies and assets, and prioritization based on value as it aligned with yearly company-wide goals.
- Wrote and socialized overarching project plans as well as functional and business requirements, created detailed user stories and built rapid prototypes/wireframes.
- Oversaw multiple third-party integrations as primary liaison, provided technical feasibility estimates, managed developers through test build, created and ran custom QA plans, lead deploys and data-driven follow through efforts.
- Ran sprint planning meetings and managed projects in Jira using Agile methodologies. Managed ~50 bi-weekly deploys, wrote release notes and provided seamless triage during high-stakes troubleshooting affecting live users.

2015 - 2016 [Smarsh](#) **Web and Graphic Designer** (2016 - 2018 Independent Contractor)

Smarsh is a fast-paced, privately held enterprise-level SaaS software company with \$51M in annual revenue.

- Product design and UX functionality for Smarsh's Web Archiving Platform software; created user stories and personas, customer journey maps, wireframing, UI mockups, and constructed technical specifications to pass to developers.

2013 - 2015 [Harvard University](#) **Web Developer**

Specialized in primary applications support for [harvard.edu](http://harvard.edu) and [news.harvard.edu](http://news.harvard.edu).

- Performed Wordpress and Drupal core updates, kept up to date on all module and plugin security patches.
- Gained experience working with PHP/MySQL, shell scripts and interacting with servers via SSH/FTP, SVN and Git, Amazon Web Services, Rackspace, and Jenkins script deployment.
- In-house Product Manager for bulk email SaaS applications at strategic and technical levels.

## 2013 - present [Independent Contractor](#) **Web and Graphic Design**

I provide web, marketing, and print services for small businesses with a full range of requirements. I specialize in taking a holistic approach to business needs and empowering my clients with long-term strategy and easy-to-use web tools.

- Website creation or redesign, server migration, SEO, marketing consultation, social media strategy, graphic design for print.
- 25+ satisfied customers ranging from enterprise-level SaaS to higher education and wellness services.

## 2012 - 2013 [Harvard University](#) **Web and Print Specialist**

Responsible for developing the concept, scope, design, and execution of communications materials surrounding student life for both web and print.

- Represented the College in a year-long complete redesign of [college.harvard.edu](#), moved the site onto Drupal platform from custom CMS.
- Oversaw annual design and production of print folder and packet sent to 5,000 newly admitted students.

## 2008 - 2012 [Harvard University](#) **Web Coordinator / Executive Assistance**

Moved from a standard administrative support role to a Web Producer aided by study at the Harvard Extension School.

- Performed maintenance and content updates for 10,000+ page website through hand-coded and standards compliant HTML, CSS, and XML. Experience with jQuery and ColdFusion forms.

### WEBSITES / APPS

[Rejuvenation.com](#) (Ruby on rails)  
Smarsh Archiving Platform  
[Smarsh.com](#) (Wordpress)  
[Harvard.edu](#) (Drupal)  
[News.harvard.edu](#) (Wordpress)  
[College.harvard.edu](#) (Drupal)  
+ 20 Independent contractor websites (see [online portfolio](#))

### EDUCATION

Studied Web Development at Harvard Extension School, Cambridge, MA  
  
B.S. in Communications Media  
Fitchburg State College, MA  
  
Certification in Electrical Engineering

### REFERENCES

Professional references are available upon request.  
  
For independent client references please see [lauratotten.com/testimonials](#).

### RECOGNITION AND PARTICIPATION

- Google Analytics Academy certification
- Recognized Leader among Product Team at Copious Inc., Employee of the Month
- Participant in Women in Tech Meetup, ProductTank PDX Meetup, PDX Digital PM Group