Jeff Poirier

Product Manager

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Detail-oriented product manager and graduate student in NYU's journalism school, focusing on product development. Previously employed at ESPN for six years, including three as a digital platform manager and quality assurance liaison to Disney engineering. Technical experience includes web development, Jira ticketing, backlog maintenance and end-to-end project management. Editorial background in breaking news writing, multimedia production, web publishing and newsroom leadership. Completion of master's degree expected Dec. 2022.

CORE EXPERTISE

Product Management	Web Development	Cross-functional Leadership
Wireframing and Prototyping	Quality Assurance	Stakeholder Relations
Digital Platform Management	Metadata Tracking	Multimedia Production

EDUCATION

Master of Arts, Digital Journalism | New York University   2021-22
Product Development Seminar: Product Roadmapping, Wireframing, Prototyping, User Testing
Product Management Practicum: Agile methodologies, GitHub workflows, Coding support, QA
Data Journalism: Introductory work in VS Code, Python, PowerShell, SQL, Tableau

Coursework in Multimedia Production | NYU School of Professional Studies   2017-18

Bachelor of Arts, Psychology | University of California, Los Angeles   2008-11

PROFESSIONAL EXPERIENCE

Research and Development Associate | Old Town Media ——————————— 01/2022 – Present
Conducts market research, competitive analysis, audience research and cross-platform content audits to identify media markets with the potential for incubation or transformation of local journalism offerings.

Associate Manager, Digital Products | ESPN ——————————————— 05/2019 – 01/2021
Fulfilled duties of product manager and QA liaison for SEC Digital Network, partnering with Disney engineering to prioritize product requests, address user concerns, resolve outstanding backlog and support the launch of new products.
- Executed the end-to-end development of a landing page for the Southeastern Conference's Racial and Social Equality initiative, liaising with technology, editorial and external stakeholders to set a product roadmap and timeline of deliverables.
- Spearheaded quality assurance for the website, including Jira ticketing, seasonal testing, data integrity and multimedia integration, which required proficiency in HTML, CSS, XML, FTP and other web publishing tools.
- Managed team of web producers on daily and long-term projects, driving professional growth at the individual and group level. Led departmental efforts in hiring, onboarding, training and workflow documentation.

Digital Associate Producer | ESPN ——————————————————————— 08/2018 – 05/2019
Served as night and weekend shift manager, leading a team that published multimedia content across ESPN's digital platforms. Ensured accuracy and consistency in all editorial and production processes for the SEC Digital Network.
- Editorial duties included website management, live stream and VOD technical support, metadata tracking, multimedia production and quality control. Managerial responsibilities included scheduling, content planning and departmental communication.

Editor, BottomLine | ESPN ———————————————————————————— 02/2015 – 07/2018
Oversaw production of all editorial content for ESPN's BottomLine scroll, prioritizing time-sensitive tasks in a fast-paced, breaking news environment. Worked on cross-functional teams with Technical Operations, Production, Programming, Sales, Marketing and more.

Sports Editor | Paso Robles Press ——————————————————————— 09/2013 – 02/2015
Produced the Paso Robles Press sports section, including writing, editing, photography and newspaper pagination. Served as copy editor for news and entertainment sections, as well as seasonal magazine editions, mitigating hundreds of print errors.

TECHNICAL SKILLS

Project Management (Jira, Confluence, Smartsheet) | Quality Assurance (Backlog maintenance, Cross-platform testing) | Product Design (Prototyping in Figma) | Web Development (HTML, CSS, GitHub)

Data Analysis and Visualization (SQL, Python, Tableau) | Audience Research (Adobe Analytics, Google Analytics) | Content Management Systems | Metadata, Tagging and SEO | Adobe Creative Cloud | Office 365