

# Cameron Marsh

[Product Portfolio](#) | [LinkedIn](#) | (618) 795-1850 | [Cameron.J.Marsh@outlook.com](mailto:Cameron.J.Marsh@outlook.com)

## Professional Experience

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### Technical Analyst, Professional Services | *Medallia* May 2022 – Present

- Led and mentored a team of 8, focusing on the self-service initiatives for State Farm
- Pioneered a standardized template to document strategic-level clients resulting in a 40% reduction in onboarding time and improved client satisfaction
- Spearheaded the design and deployment of Employee Engagement survey for IBM with a reach of 260k+ employees utilizing JavaScript, HTML and Medallia Experience Cloud Software
- Implemented Medallia B2B SaaS platform for design, setup, and post-implementation review
- Utilized Medallia Experience Cloud to curate detailed reports and QA/UAT plans, ensuring project precision for clients resulting in zero quality incidents

### Product Manager Intern | *SMS Assist* June 2021 – Aug 2021

- Orchestrated discovery sessions, shadowing and interviewing users, which led to implementing changes that are projected to save \$113,100 per year and \$339,300 over the next 3 years
- Collaborated with the PO in grooming 75+ backlog items and formulating 25+ user stories using JIRA
- Designed the 'Communication Preferences' Epic, enhancing UX and leading to a 40% reduction in unnecessary affiliate communications as well as an increase in customer satisfaction and efficiency
- Drove research on potential business verticals, culminating in 2 actionable expansion strategies developed in collaboration with a dedicated intern team

### Founder & Lead Product Manager | *MediEATr* July 2020 – March 2023

- Captained a 6-member developer team, overseeing product launches, sprint planning, feature ranking, and ensuring quality deliverables
- Conceptualized and developed a React Native application, integrating 15+ unique features
- Achieved patent US20220237528A1 for a unique invention at the U.S. Patent Office
- Formulated and delivered comprehensive product specifications, along with designing multiple wireframes and prototypes, enhancing technical team efficiency by 30%

### Software Developer Intern | *WildFlower Education, LLC* December 2020 – Aug 2021

- Created and Maintained SQL database for storing user information and created 50+ test users
- Wrote 100 Jest Unit Tests for multiple APIs to ensure successful and efficient API development
- Conducted QA/UX testing and offered solutions improving the user experience, app design, and reduce bugs by 95%
- Improved Google API calls from 3000ms to 1000ms and increased accuracy of the API's results

### Web Design Intern | *MCLI Non-Profit* December 2020 – May 2021

- Redesigned an outdated website and increased web traffic by 200% in first 90 days
- Slashed Bounce Rate by 13% to 58.5% taking the site from having a below average Bounce Rate to an above average Bounce Rate for a nonprofit organization
- Coordinated with 6-person action team to implement a new membership program
- Identified and applied 3 key methodologies with google analytics that significantly optimized site traffic

## Education

**Illinois Wesleyan University**, Bloomington, IL  
Bachelor of Science, May 2022, GPA 3.3  
*Major:* Computer Science *Minor:* Entrepreneurship

## Certifications

**Certified Scrum Product Owner® (CSPO®)**  
-via ScrumAlliance

## Skills/Tools

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**Project Management & Collaboration:** JIRA, Miro, Confluence, Trello, Slack, Agile & Scrum Methodologies

**Development & Version Control:** Github, Git, Python, JavaScript, HTML, CSS, C++, SQL, JSON, Firebase

**Web & Graphic Design:** Adobe Creative Suite, WordPress, Canva, Dreamweaver, Elementor

**Analysis, Research & Testing:** Google Analytics, Market Research, Google Suite, Tableau, A/B Testing, Selenium