

Phoenix Wolfe

Digital Product Manager

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New York, NY

[LinkedIn](#)

WORK EXPERIENCE

Digital Project Manager - Wunderman Thompson

October 2018 - current

New York, NY

- **Boosted engagement by 26%** after analyzing Mixpanel insights on user behavior on digital platforms
- Reduced vendor costs by 14% by managing contract negotiations for digital projects
- Used Canva to create visual presentations for stakeholders to improve communication
- Coordinated the launch of 3 new websites within a year that boosted online presence by 37%

Content Coordinator - Refinery29

June 2014 - September 2018

New York, NY

- Conducted regular content audits, updating outdated content and improving content quality
- Increased social media engagement by 31% by working with the social media team to align content with Instagram and YouTube campaigns
- Coordinated content for 7 major marketing campaigns and contributed to campaign success rate
- Created content guidelines that helped reduce content revisions by 39% and **increase content consistency by 74%**

Sales Representative - ADP

May 2010 - May 2014

New York, NY

- Conducted 50+ cold calls daily, increasing qualified leads by 28% and improving lead-to-deal conversion rates by 13%
- Implemented a sales territory management strategy that increased sales efficiency by 14% and **reduced customer acquisition costs by 9%**
- Collaborated with the customer support team to resolve client issues, increasing customer loyalty
- Increased referred leads by 17% by developing and implementing a referral program

EDUCATION

New York University - B.S., Digital Communications and Media

September 2006 - April 2010

New York, NY

SKILLS

Productboard; DevOps; Mixpanel; Canva; Crazy Egg; Basecamp; WordPress

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)