

Sean Patrick Farrell

Encinitas, CA 92024

Portfolio: SPFsocial.com

Cell: 760.271.4510

E-mail: Sean@spfsocial.com

Summary of Qualifications

Product Manager with exceptional 14-year career delivering cost effective, high performance product improvement and marketing solutions to meet today's dynamic and challenging business demands. Extensive qualifications in all facets of product management and project management, utilizing a wide-ranging skill set in multiple technological disciplines to ensure maximum product exposure and cutting-edge web merchandising strategies. Proven expertise in analyzing current product management processes and developing solutions to improve quality and visibility.

Technical Skills and Specialties

Concepts: Content and Social Media Marketing – Strategy - Design, Web Merchandising, Online Content Management, Computer - Mobile - Technology - Strategy.

Skills: Certified Agile Scrum Master, Customer Experience & Care, Web / Mobile Analytics, Community Building / Management, Public Relations, Brand Management, Strategy.

Experience & Achievements

Jerry Media | New York, New York
Strategic Sales Executive | (June, 2016 – present)

- Manage high-level Client / Brand prospect outreach program to achieve financial results above our team's quota.
- Developed and track prospecting program targeted at delivering a highly specified and customized value proposition to "A" level executive contacts to invoke interest in Jerry Media's portfolio of products + services.

Notable Contributions:

- Personally Recognized by "The San Diego Union Tribune" as top Social Media influencer in San Diego.
- Featured in national media, such as The New York Times, The Wall Street Journal, The Boston Globe, CBS National News "CBS This Morning", Mashable, ESPN, etc. for social media / influencer contributions.
- Increased territory by successfully hunting large accounts in the technology, sports, media, manufacturing, hospitality, and entertainment vertical markets.

Ninthlink | San Diego, California
Project Manager | *Digital Strategist* (Sept. 2015 – May, 2016)

- Lead Project Manager / Scrum Master for all Jacuzzi brands. Includes: Jacuzzi, ThermaSpas, Jacuzzi Baths, Dimension One Spas, and Sundance Spas.
- Lead Product Manager for Nectar7 Media LLC.
- Researched and launched fulfillment center, customer service call center and nutraceutical manufacturer.
- Successfully transitioned entire Ninthlink agency into Agile Project Management methodology from waterfall.

Qualcomm | Snaptracs INC. | Tagg - The Pet Tracker San Diego, California
Director of Customer Service (July, 2013 - December 2014) Acquired by Whistle in December of 2014

- Utilized dynamic project management skills to reduce costs by 27% while dramatically improving the customer service within a six-month period.
- Transitioned call center to a near shore location with minimal dip in service level to significantly reduce budget.
- Launched several new customer service tools including an online community support portal, which reduced call volume by 38% and greatly increased customer satisfaction.
- Managed social channels to quickly address product reviews and satisfy customers across multiple platforms.

Nokia | Trapster, Carlsbad, California
Associate Product Manager - Trapster (April 2009 - September 2012) Acquired by Nokia in December of 2010

- Maximized product visibility with no marketing budget, utilizing social media skills to grow Trapster's customer base from 250,000 users to 9 million users in a one-year period.
- Personally optimized Trapster's market share through web design, content and strategy design, customer service and press outreach-helping Trapster become one of the top 3 downloaded driving applications on multiple mobile platforms.
- Managed all social media channels and utilized copywriting skills as head writer for Trapster blog.
- Implemented & managed user community web platform to streamline high volume of customer service requests.
- Utilized extensive web merchandising expertise to author several tutorials, blog posts and articles for Trapster's website to ensure product visibility, ease of use and maximum functionality.
- Displayed far-reaching product management skills while collaborating with developers to add new features to Trapster's mobile application and to continuously improve the user interface of both the online and the mobile platforms.
- Employ proven expertise in developing sophisticated marketing practices to expand technologies, shift customer behavior and grow Trapster's user demographics.
- Managed web & mobile content localization to grow user adoption in foreign markets.

Kana | Island Data Corporation, Carlsbad, California
Client Services Representative, (June 2007-November 2008)

- Assisted in the management of pre-sales, implementation/professional services and account management while delivering impeccable service and support to Fortune 500 clients such as Microsoft, Yahoo!, Hewlett Packard, Costco, Walmart.com and AT&T.
- Demonstrated a dedication to rapid issue resolution and process improvement to ensure an outstanding customer experience.
- Utilized product management and marketing skills to educate client executives on solution benefits and positive impacts that Island Data's services would have on their business intelligence platforms.

Sony Electronics, San Diego, California
Content Specialist, (2003- 2006)

- Employed dynamic content and strategy design skills to progress from data entry clerk to head of the TV & Home Entertainment department of SonyStyle.com within one year.
- Utilized far-reaching web design skills to manage project requests and ensure that deliverables were completed on time, within budget and with the highest level of excellence.
- Employed extensive multi-tasking experience to manage all aspects of the planning, scheduling, capacity tracking and allocation of creative resources to ensure that the needs of all stakeholders, including Corporate Marketing, Sony Style Retail and Direct Business Managers, were met.
- Responsible for creation and maintenance of online content at SonyStyle.com and Sony.com/Business.

Sample of Publications | For More Publications Visit SPFSocial.com

- Farrell, S. & Lavrusik, V. (2010). **Mashable** "Top 20 Mashable Reader Responses to "What is Social Media?" From <http://mashable.com/2010/06/11/top-20-mashable-reader-responses-to-what-is-social-media>
- Farrell, S. & Farrell M. (2012). **The Boston Globe**: "Smaller Social Networks Target Shared Personal Interests" From <http://bostonglobe.com/business/2012/02/10/where-everybody-shares-your-passion/jpJMaPuVC3rWD5GfMaSDEL/story.html>
- Farrell, S. & Kane C. (2012). **CNBC | Yahoo Autos** - "Cities with the Most Speed Traps" From <http://autos.yahoo.com/news/cities-with-the-most-speed-traps.html>
- Farrell, S. & Blackstone J. (2012). **CBS This Morning** "Speed Trap? There's an App for that" From http://www.cbsnews.com/8301-505263_162-57505123/speed-trap-theres-an-app-for-that