

# AMELIA WELLERS

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## Summary

Creative and strategic product manager with 5+ years of experience across product management, marketing and delivery. Tireless advocate for users. Skilled at building consensus across disciplines to drive change in complex organizations.

## EXPERIENCE

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|--------------|--|----------------------------|
| 2019-present | <p><b>SKYLIGHT.</b> A digital consultancy helping government to improve public services through design, technology and procurement.</p> <p><i>State of Connecticut, Office of Early Childhood (OEC)</i></p> <p><b>Product Manager, <a href="#">OEC Website</a> (Jun 2020-present)</b></p> <ul style="list-style-type: none"><li>• Currently leading a senior, cross-functional product team to deliver the final stages of OEC's new WordPress website. With ~1,300 sessions per day and 400 pages, the site shares critical resources for childcare providers, families and advocates.</li><li>• Strategically incorporated elements of a new statewide design system into OEC's existing brand identity, future-proofing the website to support long-term communication goals and user needs.</li><li>• Defined the roadmap and OKRs, gathered requirements, and set up a rigorous QA testing process for designs, features, and bug fixes that improved user flow and ensured 508c accessibility compliance.</li><li>• Advocated for and helped secure 9+ months of additional funding to continue providing critical website support to OEC, including COVID-19 support, training, design and product improvements.</li><li>• Within two months of joining the team, fully launched the website and mobilized the decommissioning of the legacy site. This included establishing sprint rituals, re-strategizing an API integration, and coordinating 6+ months of WordPress and content training for 20 staff members.</li></ul> <p><b>Deputy Engagement Manager (Aug 2019-Sep 2020)</b></p> <ul style="list-style-type: none"><li>• Assisted the VP of Human Services with oversight of operations for Skylight's first prime contract, a multi-faceted digital transformation initiative for the State of Connecticut. Managed stakeholder engagement for 5-8 project teams simultaneously engaged across government divisions.</li><li>• Developed policies and standards of practice around the statement of work to ensure the integrity and success of the team's delivery process and project outcomes. Maintained the team roadmap, led the first team offsite, held retrospectives, and reduced impediments to the work wherever possible.</li><li>• Led Skylight's inclusion in a follow-on federal preschool development grant, providing \$2.8M to continue improving OEC's data systems and collection tools through 2021.</li></ul> | <b>Remote<br/>(CT, NY)</b> |
| 2019         | <p><b>NYC MAYOR'S OFFICE FOR ECONOMIC OPPORTUNITY</b></p> <p><b>Product Management Apprentice, <a href="#">ACCESS NYC</a> (part-time, Mar-Aug 2019)</b></p> <ul style="list-style-type: none"><li>• Analyzed product usage metrics and identified KPI's across the full user journey. Implemented Google Tag Manager and Optimize to accurately measure calls-to-action and screener drop-off rates.</li><li>• Overhauled 20+ stakeholder reports to reflect relevant metrics for program managers.</li></ul>  | <b>New York<br/>NY</b>     |
| 2015-2018    | <p><b>CAMBRIDGE INNOVATION CENTER (CIC).</b> Workspace and programming for global innovators.</p> <p><b>Marketing Lead (2017-2018)</b></p> <ul style="list-style-type: none"><li>• Proposed, built and launched the <a href="#">CIC.com</a> website in six months, merging five city-specific websites into a single global identity. Reduced maintenance costs by 90% and increased user sessions by 60%.<ul style="list-style-type: none"><li>• Defined the information architecture, site navigation and content strategy, wrote and coordinated content development across teams, mapped user journeys, built wireframes, socialized the first analytics reports, and trained employees to manage the site.</li></ul></li><li>• Initiated CIC's first centralized digital marketing projects: formalized CIC's social media, newsletter and blog sub-teams, ramped up Twitter and Instagram social accounts, managed a Google Adwords budget of \$1000/month, and advised on marketing collateral.</li><li>• Wrote over 200 MailChimp campaigns, growing the subscriber base by 60%.</li><li>• Led CIC's first blog team to develop SEO-friendly, brand-reinforcing content such as client spotlight interviews, podcasts, press releases, and thought leadership articles.</li></ul>  | <b>Boston<br/>MA</b>       |

### Marketing and Events Coordinator (2015-2016)

- Hosted 250 events, achieving ~\$40K in venue sales at a 56% pipeline conversion rate.
- Served as the primary point-of-contact for event hosts: led tours and contract negotiations, processed payment, coordinated day-of logistics and promotion for public, private and VIP events.

2014 **HOTEL PRO FORMA – Arts Manager (seasonal)** **CPH,  
Denmark**  
Budgeted, produced and advertised art exhibitions for 7 international contemporary artists.

2014 **TANGLEWOOD MUSIC FESTIVAL, BOSTON SYMPHONY – Artists’ Liaison (seasonal)** **Lenox, MA**  
Managed backstage access and administered payment and hospitality for 100+ elite musicians.

### EDUCATION

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2018- **CORNELL TECH, JOHNSON GRADUATE SCHOOL OF MANAGEMENT** **New York**  
2019 **Master of Business Administration (Tech MBA)** **NY**

Merit Scholarship recipient, Forté Fellow, Digital Marketing Intensive  
**Startup Studio** - built prototype and pitched the first standalone, smart headphones for runners  
**Product Studio Finalist** - built a wearable panic button prototype for Mexican journalists

2009- **TUFTS UNIVERSITY** **Boston**  
2013 **Bachelor of Arts in Music, Minor in Architectural Studies, cum laude** **MA**

**Experimental College Instructor** - “Music and Architecture, Sound and the Built Environment” 2013

**Courses** **Certified Scrum Master, PSM 1** - [scrum.org](http://scrum.org) (2020)  
**Harvard Extension School** - Statistics 101, A (2017)  
**DesignLab** - Web Design 101 (2016)  
**Startup Institute**. 8-week technical marketing intensive (2015)

### SKILLS & INTERESTS

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**Skills** *Coding Languages:* RegEx, HTML, CSS, SQL, Python

*Tools:*

- *Project Management:* ZenHub, Jira, Asana, Trello, Basecamp, Mural, Google Suite
- *Content Management Systems:* WordPress and over 30 WP plugins, Squarespace
- *Testing:* BrowserStack, Ghost Inspector, Google Optimize
- *Data:* Google Analytics, Data Studio, and Tag Manager; MySQL, Tableau
- *Marketing & Communications:* MailChimp, Campaign Monitor, Google Adwords, HubSpot, Hootsuite
- *Design:* Figma, Sketch, Adobe Illustrator and Photoshop
- *Music and Video Production:* Logic Pro X, iMovie

**Misc.** **Freelance digital marketing consultant**

- **MTONOMY** (2018). Launched social media channels, consulted on brand strategy, and forged partnerships to generate interest in a blockchain-based distributed media platform startup.
- **PopUp Music & PuMP** (2015-2016). Consulting for a 16-piece jazz band and sound installation artist.

**Musician** - songwriter, arranger, vocalist, guitarist, pianist