

Heather Harsh

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OBJECTIVE

Building upon my Product Marketing and online marketing expertise, my objective is to advance my career in Product Management and User Experience. By blending my financial background and creative talents, I am able to analyze and identify opportunities and develop frameworks that lead to product improvement.

EXPERIENCE

Snagajob

Glen Allen, Virginia
May 2008 - Present

Senior Product Marketing Analyst

Develop strategies to enhance job seeker products and increase user engagement. Serve as market expert on competitors and create sale strategies for account executives. Upon promotion, maintain management responsibilities for the Affiliate Program.

- Co-developed a product sunset strategy. Responsible for designing the process framework and communication policy, which was adopted by leadership in Q1 2012
- Proved value of developing an external API product to stakeholders for inclusion on the 2012 roadmap. Co-lead the development team for identifying product requirements
- Managed a cross-departmental team through product discovery, development, wire framing and initial testing in order to address a key problem negatively impacting revenue
- Competitive analysis subject expert. Created and managed a blog, *The Trendtracker*, to provide stakeholders with insight on the market, identify new growth opportunities and inspire product development
- Implemented a dashboard to manage direct publisher relationships and surpassed 2011 traffic goals by 86%

Product Marketing Analyst

Design growth tactics for the Affiliate Program with measurable results. Implement A/B tests to improve publisher traffic and quality. Develop and build job seeker emails and newsletters.

- Created email campaign for the Affiliate Program, which continues to be the most successful promotional method
- Performed A/B tests to assess new strategies and identify top performing creative, which improved quality of affiliate traffic by 45% in 2010
- Executed email builds sent to 20M+ recipients each month. Developed proficiency in HTML and Photoshop to design, build and send campaigns

Accountant

Ensure compliance with accounting standards for a complex organization. Prepare budgets and monthly forecasts. Analyze monthly sales metrics and report variances to plan with recommendations.

PricewaterhouseCoopers

Richmond, Virginia
August 2006 – April 2008

Experienced Assurance Associate

Examine financial and accounting records to ensure compliance. Perform tests on internal controls to verify financial reporting. Establish close relationships with clients including Albemarle, MeadwestVaco, The Richmond Forum, Smithfield Foods and Ferguson Enterprises.

EDUCATION

University of Richmond

Bachelors of Science in Accounting
• Minor in Leadership Studies

Richmond, Virginia
August 2002 – May 2006

Computer Skills: Photoshop, HTML5, CSS, Omniture, Google Analytics, Blue Hornet, Wordpress, Microsoft Office

VOLUNTEER ACTIVITIES

Chair of Snagajob - Annual American Heart Association Fundraiser

Richmond, Virginia

Conceived and executed auction-style charity event for 200+ attendees. Connected with local businesses and enlisted over 50 sponsorships. Lead initiative for Snagajob and recruited and coordinated over 30 volunteers.

Special Olympics Virginia Richmond, Virginia

Volunteered as an event team member and assisted with competition setup, logistics and cleanup.