

LAUREN SCHULTZ

PRODUCT MANAGEMENT

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Product leader with 10 years' experience in new media developing large-scale, multi-faceted projects in emerging digital platforms with creativity and confidence. Diverse background leading teams within Fortune 50 companies and innovative start-ups. Decisive communicator that maintains a strong product vision through the ever-changing media landscape.

EXPERIENCE

Product Manager Struum

Oct 2020 - Present

- Product owner for Struum, a DTC credits-based streaming service. Led prioritization and development for all platforms: AndroidTV, Roku, tvOS, Amazon Fire TV, iOS/iPad, web, Android
- Translated the high level goals of the company into features to meet customer needs. Set KPIs, measured and reviewed data to inform future improvements while working across interdisciplinary, international team
- Led and oversaw roadmap for TV platforms. Managed product backlog, reviewed test plans, and oversaw resolution of tech debt. Led sprint reviews, daily scrums and planning meetings, supporting Scrum framework for product launch and monthly sprint releases

Product Analyst Apple

Oct 2019 - Sept 2020

- Defined consumer personas based on data from user surveys. Conducted focus groups to qualify use cases of Home Speaker products
- Performed market research and analysis for product books during product development. Research influenced product roadmap by clarifying target users
- Created Product documentation for Engineering and Packaging Design, incl. design briefs, feature requirements, and comparison matrixes

Sr. Manager, Channel Operations pocket.watch

Aug 2017 - May 2019

- Led development of operations workflows for programming distribution, incl. CMS management, on-boarding & quality control, and performance reports. Launched on Roku, Xumo, Amazon, and Hulu within 8 months
- Managed product development of pocket.watch iOS App. Created UX for MVP. Developed initial KPIs and managed product strategy through launch

Manager, Business Operations & Strategy Senior Digital Strategist

Feb 2016 - April 2017

Sep 2014 - Feb 2016

The Walt Disney Company (Maker Studios)

- Chosen by Exec leadership to redevelop sponsored content workflow pipeline. Evaluated Sales data to improve operations by targeting current business conditions and forecasting needs; +32% profit within 6 months
- Led team in strategic planning and optimization for YouTube channels owned by Disney, incl. Star Wars and ABC News. Strategies resulted in +122% weekly views and +381% ad revenue within 3 months
- Created channel strategy and launch plan for new Disney Channel franchise, Disney Descendants; 100K subscribers within 6 weeks of TV premiere

ABOUT ME

I moved into Product after building my career in content and social video strategy, working on products that straddle the line between entertainment and technology. Over the years I realized that I could make more of an impact driving products than optimizing for them.

SKILLS

Agile Product Development

Analytical + Data Storytelling

Market Research + Trend Analysis

Operations + Workflow Development

Presentation Creation + Public Speaking

Project Management

Strategic Planning + Business Operations

Partner / Vendor Relations Management

User Research + A/B Testing

TOOLS

Projects: Confluence, JIRA, Trello, OmniPlan

Design: Figma, Adobe, Sketch, HTML/CSS

Data: Google Analytics, SQL, Tableau

Presentation: Keynote, Powerpoint

Collaboration: Basecamp, Slack, Asana

MS Office, iWork, Google Suite

EDUCATION

Masters in Communication Management

University of Southern California, 2009 - 2011

B.A., Communication

Seton Hall University, 2003 - 2007