

Joseph B. Ledbetter

8425 NW 41st ST Miami, Florida 33166
(808) 469-6046 (Josephb.ledbetter@gmail.com)

Objective

My objective is to use my experience in hospitality, my knowledge of the software development life cycle and product ownership, and data driven analytics to create highly effective products within the industry; to create products that significantly improve communications, and strengthen resulting partnerships, between business and their consumers.

Skills & Interests

Skills: Jira, Agile, Microsoft Office Suite, Salesforce CRM, Figma, OKRs/KPIs, Product Roadmaps

Certifications: Certified Scrum Product Owner, Google Analytics, SEMRush Toolkits

Education

University of Hawai'i at Manoa

School of Travel Industry Management

- Bachelor's of Science Travel Industry Management focus in Hospitality & Hotel Operations
- Hospitality School GPA: 3.2

Honolulu, HI

09/2007 – 06/2014

Chaminade University

School of Business and Communication

- Master of Business Administration focus in Social Marketing and Communication
- Business School GPA: 3.8

Honolulu, HI

08/2016 – 05/2018

University of Miami Fullstack Development Bootcamp

Miami, FL

09/2019 – 03/2020

Professional Experience

Boats Group

Product Owner – Search Engine Optimization

- Managing three portals (Boat Trader, YachtWorld, Boats.com) for a total SOV of 38.93%.
- Using Agile methodologies to rank of 5th for YachtWorld with Boat Trader ranked 6th for 2022 on Google.
- A/B testing and improving the FSBO customer journey for a total \$9.9 million in revenue for 2022.
- Migrated two YachtWorld portals from Legacy with 5 new features to a new platform and 11 new languages.
- Daily communication with UX/UI, Sales, Account Management, Business Intelligence teams.
- Collaborating with UX/UI and SEO for optimized user portals for high organic traffic and SERP rankings.
- Reviewing page speed performance using Debug Bear for LCP, FCP and CLS score of 80 or higher.
- Manage two product development teams that included 1 tech lead, 4 developers and 1 AQA each.
- Control ticket creation, backlog priorities and conduct backlog refinement weekly.
- Using OKRs and KPIs to align goals with necessary milestones to produce Product Roadmaps.

Miami, FL

02/2022 – Present

ERA Fit

Director of Operations & Product Development

- Conducted business development planning for brick-and-mortar franchise expansion.
- Implemented a SaaS development plan for the ERA Fit fitness mobile application.
- Worked with development team to integrate new payment processing feature for ERA Fit app.
- Worked with 3rd party vendors to create lasting relationships for events within facilities.
- Created up-sell opportunities and comprehensive commission program for associates.
- Constructed a referral rewards program for all current and future members for lead generation.
- Worked with a 3rd party technical firm to build a standalone mobile application.
- Conducted ad hoc user testing with members on ERA Fit App profile & fitness features.

Miami, FL

12/2020 – 02/2022

Equinox Fitness

Assistant General Manager

- Managed 50,000 square foot high-luxury fitness facility in Miami, Florida including 800+ members.
- Successfully achieved the highest grossing facility out of 5 totaling a net contribution of \$750,000 in 2018.
- Contributed to a net promoter score of 9.6 on average out of 10.
- Using proprietary CRM to manage memberships, retail transactions of goods and services.
- Conducted user testing for real-time member feedback about the Equinox mobile application.
- Managed a 5-person sales team with a closing percentage of 63% at \$210 per ticket over 2018.

Miami, FL

10/2017 – 07/2019