Paul Doherty

407-821-7165
dohertypaulj3@gmail.com
https://www.linkedin.com/in/pauljdoherty

Product leader with over 10 years creating high-impact digital experiences that exceed customer expectations.

SKILLS:

Create product requirements from multiple sources to clearly articulate current and future consumer needs.	Experience using analytics to translate business strategy into consumer facing digital products.
Constant engagement with cross functional teams in various locations.	Strong knowledge of: Microsoft Office, Adobe Analytics, Confluence, Tableau, JIRA, and Share Point

EXPERIENCE:

Pro Unlimited, LLC, Remote   **October 2021 – June 2025**
Technical Product Manager at Express Scripts
Product Manager supporting member authentication of the Express Scripts Pharmacy Benefits Management website for 15M active users. Gathered and prioritized business and technical asks for strategic planning into quarterly roadmap with defined deliverables and KPIs.

- Led scrum activities for multiple development teams by leading daily stand-ups, backlog grooming, planning and executing product releases, and conducing retrospectives.
- Collaborated with business stakeholders to refine user stories, defined acceptance criteria, prioritized backlog, and minimized technical debt.
- Used analytics, results from A/B tests, and user research as a guide when optimizing website flows. Hosted monthly demos to display value derived from completed work to leadership.
- Drove modernization efforts that improved site stability, login speed, and reduced dependency on legacy services. Notable updates were implementing ISAM for DoD, Okta integration, and OpenShift upgrade.
- Product updates to Membership API have improved site response times to .08 seconds with a .0033% failure rate and average 8M transactions daily.

Systemart LLC, Orlando, FL
Digital Product Analyst at Wyndham Destinations   **April 2021 – October 2021**
Supported the digital scrum teams at Wyndham Destinations by defining features and product stories used to develop, launch, and enhance products to drive the business forward.

- Lead website transformation of the World Mark brand of timeshares with cross functional agile team.
- Analyzed site performance with various analytical tools to recommend site enhancements.
- Developed product requirements for account profile dashboard made up of login, forgot password , forgot email and MFA flows.
- Supported MFA Okta widget creation for users to authenticate their account.

Sunrise Systems, Orlando, FL   **August 2019 – August 2020**
Mobile Product Owner at Universal Studios
Managed the implementation of products that improved guest engagement on theme park websites and in the mobile app for Universal Orlando. Drove marketing features, content updates, created digital assets, and push messages to increase Y/Y app downloads and exceed revenue goals. Point of contact between business and development teams to ensure seamless communication.

- Managed a multi-million-dollar project for a major client and their guests.
- Created a new web page for mobile food orders. Transactions rose 7% despite lower attendance caused by the global pandemic.

AT&T, Orlando, FL

Sr Product Manager   **April, 2014 – April, 2019**
Led the product vision and development of online portal using SAFe Agile and Waterfall methodologies. Optimized mobile and web self-service experiences based on customer feedback which increased online transactions by 10M from the previous year. Led an effort to analyze over 2,000 consumer accounts to resolve a site error. The completed project had an estimated savings of $3M annually and increased login, registration, and forgot password transactions.

- Developed content, created user stories, managed backlog, and business requirements for project roadmap.
- Presented product workflows, KPI's, and release plans that increased customer adoption monthly to leadership.
- Produced reports that tracked the status of defects for management to review.

AT&T, Orlando, FL   **October 2009 – April 2014**
eCommerce Manager – Production Support
Digital subject matter expert accountable for evaluating post release performance of AT&T My Account site. Key contributor toward project development and communicating updates to stakeholders. Updated error messages repository using HTML coding.

- Conducted monthly site regression testing and coordinated red hat releases to address critical defects.

EDUCATION
Bachelor of Arts, English   Rollins College
Nanodegree, Business Analytics   Udacity

CERTIFICATIONS
Scrum Product Owner Certified   SCRUMstudy
Lean Six Sigma Green Belt