

JENIDALEY

product manager ◦ education expert ◦ creative leader

portfolio: jenidaley.com
jenidaley@icloud.com
(316) 655-6502
linkedin.com/jenidaley

SUMMARY

I've got a **dynamic** background because I'm **relational**, thrive with **creativity**, and always **exceed expectations**. I'm the product manager that will make everyone on your team **better** - across the org - and I'm a **servant leader**. My eye for **design**, digital **marketing** experience, joyful **enthusiasm**, and decade in the **education/nonprofit space** makes me an expert on what works in tech, plus I **learn fast**, making wise decisions in a startup or established environment. I can **rally** everyone with confidence from leadership to developers, and as a **former teacher** I've got incredible empathy for the edtech end **user**. In my spare time, I've learned to flip two houses, rummage a good estate sale, and dig roots into my community.

EDUCATION

Master of Arts in Educational Administration, Emporia State University, 2022

Master of Arts in Education, Fort Hays State University, 2017

Bachelor of Science in Journalism: Strategic Communication, University of Kansas, 2013

CERTIFICATIONS

Certified ScrumMaster, 2023

Certified Scrum Product Owner, 2023

Building Principal, 2022

Foundations of UX Design, 2022

Real-World Product Management, 2022

Certified Journalism Educator, 2019

TECH SKILLS

Product Management: Craft.io, Jira, Smartsheet, Google Suite, Agilix Buzz, Zapier

Design: Adobe CC, Canva, Wordpress

Communication: Slack, Webex, Zoom, Google

LMS: Agilix Buzz, Google Classroom, Canvas, Blackboard, Schoology

Data & Analytics: Salesforce, Google Analytics, Snowflake, Alchemer, OneRoster API, Single Sign-On, ClassLink

Issue Management: SF Cases, Zendesk

Collaboration: Google, Canva, Miro, Notion, Mural, Jamboard

AWARDS

Teacher of the Year | 2022

JEA Rising Star | 2019

KSPA Sunflower Award | 2019

Kansas Horizon Award | 2017

PROFESSIONAL EXPERIENCE

Technical Product Manager

CollegeSpring | Nov. 2022 - Present

- Led an audacious **8-month product launch** cycle for **3 edtech SaaS products** built simultaneously, orchestrating backlog, roadmap, product design, UX decisions, and cross-functional collaboration. All products came in **on time** and **under budget**, with user personas driving each decision. Even got my hands dirty with 30% of build!
- Streamlined partner onboarding through **OneRoster** and **Single Sign-On** tech connections for a smooth integration process, wrote all technical documentation + coordinated partner meetings.
- Spearheaded and designed **6 sophisticated external partner reports**, providing beautiful, actionable **data insights and analytics** on assessments and standards-alignment to strengthen performance.
- Lead implementation of a comprehensive product lifecycle and **agile framework**, earning **Certified Scrum Master (CSM)** and **Certified Scrum Product Owner (CSPO)** credentials, specing more than **300 items at epic, feature, and subfeature level** with Design Thinking and empathy for the user.
- Empowered the sales team with messaging/marketing, creating 4 compelling product videos and 4 print collateral deliverables, **supporting demos** leading to 6-figure contract acquisitions.
- Optimized **user-focused feedback loop** to advocate for customer research, introducing a **Salesforce CRM ticketing system** and **Craft.io feedback portal**.
- Lead in-depth **ideation research** on robust data management techniques, including flowing **LMS data via API to Salesforce** and CRM Analytics, new product research, and AI-powered solutions.
- Demonstrated a passion for innovation by pursuing **AI courses**, applying for a Salesforce AI Accelerator grant, and researching LLMs.
- Effectively **managed** team, empowering direct reports to achieve goals while acting as servant leader.
- Thrived at **executive leadership presentations**, getting pulled into board meetings and arranging quarterly brainstorming sessions for stakeholder buy-in.

Digital Design Teacher + Product Owner

Shawnee Heights HS, Gardner Edgerton HS, Free State HS | Aug. 2015-Nov. 2022

- Envisioned, curated, and breathed life into captivating design products: **yearbooks, newspapers,** and **digital news websites**, managing **agile projects** with teenage developers.
- Translated classroom chaos into tangible masterpieces, producing **300+ page yearbooks** and **7 stunning print issues** annually, plus digital content, all on brand utilizing extensive **style guides**.
- Drove net-positive revenue growth with compelling marketing and sales efforts for yearbook, securing \$30,000 in **B2B** ads and \$55,000 in **B2C** book sales annually.
- Accelerated productivity by **reducing product release time** for 1,000 customers from 1 week to <10 minutes through efficient redesign or distribution.
- Cultivated seamless **communication** among 75+ staff members annually with an internal website and cross-functional collaboration via Webex and Slack.
- **Mentored** 80 student editors to **grow** in leadership roles.
- Energized team with a team-building bootcamp, cultivating core values that fueled success.

Marketing Coordinator

Lawrence Public Library | July 2013 - July 2015

- Supported engineering the iconic \$20 million library renovation, spearheading **LEED certification** and capturing the prestigious National AIA/ALA Library Building Award.
- Crafted a \$20,000 **signage package** with visual flair and smart **way-finding design** to enhance physical **user experience**.
- Modernized LPL **brand** through **UX research/design**, updating online presence, establishing design guidelines, and promoting all programs.
- Increased social media **engagement**, doubling Twitter and Facebook audience in two years and coordinating opening-day activities with 12,000 in attendance.
- Launched 3 comprehensive **graphic design campaigns** for Summer Reading program, increasing participation in programming by 20% through marketing efforts.