**Edward Joseph Blunt 5th**

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**EDUCATION:**

**Florida Gulf Coast University**, Fort Myers, FL

Bachelor of Science in Business Management **Graduation Date: July 28, 2012**

*Concentration in Entrepreneurship* GPA: 3.64

**Florida Gulf Coast University**, Fort Myers, FL **Graduation Date: Fall 2019**

MBA Candidate

**EXPERIENCE:**

**Affinitiv** (CK Advertising/DyGen Digital and Ember Social Marketing), Cape Coral, FL October 2017 - Present

*Manager of Product and Technical Operations*

* Works closely with stakeholders across the organization including Sales, Account Management, Creative, Billing and Accounting, and Executives
* Plans, implements and tracks strategic roadmap
* Manages planning and development of internal operational and reporting tool, as well as Paid Search and Social dynamic advertising application
* Conducts planning, investigation, and gap analysis through market research, documentation, and feedback from stakeholders and clients
* Serves as product and technical operations, as well as Marketing and Advertising SME
* Planned and manages annual product budget by analyzing Scrum Team and third party application utilization on a monthly basis
* Utilizes project management practices, such as Gantt Charts, as well as software, such as Jira, to manage product/project workflows, as well as track KPIs
* Works with Management and Internal Teams to research and define best practices and strategies for product and technology, as well as marketing and advertising strategies
* Manges internal technical specialist team that implements, tracks, and troubleshoots technology needs
* Manages offshore scrum team to define product development requirements, deliverables, and success criteria utilizing AGILE methodologies
* Develops strategies and product roadmap for new and existing products/projects, as well as implements and tracks project plan
* Develops thorough business use cases and acceptance criteria for implementation and best practices for products and marketing initiatives
* Provides training and insight for products, technology, and strategies for cross functional teams
* Manages development activities (planning, testing, implementation) with onsite and offshore Scrum teams utilizing Standup, planning, estimation, and retrospective meetings.
* Communicates development progress to stakeholders via deployment release documentation, meetings, weekly reports, and presentations
* Able to clearly and concisely communicate business requirements via email, chatrooms (Hipchat, Slack, and Skype), conference calls, and video meetings (Google Hangouts, Zoom, Join.me, and GoToMeeting) to offshore Scrum teams where English is the second language of the developers

**Cox Automotive** (Dealer Dot Com/Autotrader/Haystak), Fort Myers, FL November 2014 – September 2017

*Product Manager – Managed Services and Advertising (Business Analyst)*

* Manages product lines for Advertising (AdWords, BingAds, and Facebook), as well as Managed Services (SEO, Content and Creative, Social Media Management, and Copywriting)
* Serves as the SME for SEO, Social, and Advertising best practices and implementations
* Collaborates with internal and external clients, as well as other Cox Automotive business units, to define product development requirements, deliverables, and success criteria
* Utilizes AGILE methodologies for application development
* Develops, implements, and tracks project plans for new and existing products/projects
* Presents projects to multiple teams, including training, sales, marketing, and upper management
* Manages several Scrum teams of remote and offshore developers through the application development process
* Communicates development progress to stakeholders via meetings, weekly reports, and presentations
* Solicits feedback from stakeholders to validate development, as well as identify required process changes
* Utilizes applications such as Jira, Rally, and Pivotal Tracker the create Epics/Stories/Chores/Bugs/Spikes to communicate business needs to development teams
* Utilizes applications such as Microsoft Office Suite, Google Docs, and Lucidcharts to create process flowcharts, wireframes/mockups, product FAQ documents, development diagramming, and training materials.
* Manages product team website via WordPress
* Utilizes Digital Asset Management Software such as Box to manage and share content with team members and other Cox Automotive business units
* Manages and tracks annual development budget of approximately $2 million, projects annual budget based on bi-weekly Sprint reviews, and enacts changes to feature development and teams based on budget spend/projections
* Reviews API documentation for third party integrations, such as Google AdWords, Google Analytics Mozscape, and Authority Labs, to determine high-level development requirements, as well as research new features for possible integration

**Wilson Software/DealerSearch**, Englewood, FL June 2014 - October 2014

*Business Analyst – Programming and Development*

* Provided support to internal employees, clients, and businesses for Dealer Management Software, Website Development, and DealerSearch site.
* Redesigned Dealersearch website to improve client experience utilizing HTML, CSS, MySQL, and PHP
* Performed analysis for various projects and developed action plans based on customer needs.
* Performed analysis of business processes and developed recommendations for improvements.
* Maintained working knowledge of various software, such as Sugar CRM, Microsoft suite, Dreamweaver, and Wilson DMS.
* Evaluated Dealer inventory database on a daily basis to ensure timeliness and accuracy of data
* Developed standard operating procedures for filing system hierarchy and management
* Developed QA/QC procedures to ensure the accuracy of sales documents and reports
* Wrote and reviewed project methodologies

**EarthBalance Corporation**, North Port, FL January 2006 - June 2014

*GIS Analyst/Business Development Coordinator*

GIS Analyst: January 2006 - June 2014

* Utilized various technologies to complete assignments, such as Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, Publisher and Access) and ESRI products (ArcGIS Desktop, ESRI Online, ArcView and Arc Catalog), AutoCAD, Trimble/Garmin hardware/software
* Performed site analysis for environmental permitting, compliance reporting, project status tracking and project closeout reports
* Developed standard procedures for the creation of documents and graphics utilized for permitting and reporting
* Researched permitting guidelines and associated data, as needed, to support permitting and reporting activities
* Collected data for permitting and reporting via field studies, government agencies and data warehouse websites
* Maintained a large database of information used to support permitting and reporting activities
* Evaluated database on a continual basis to ensure timeliness and accuracy of data
* Developed standard operating procedures for filing system hierarchy and management
* Created maps and graphics to support permitting and reporting activities

Business Development Coordinator: 2011 - June 2014

* Designed promotional materials, such as brochures, flyers, business cards, tri-folds, newspaper/magazine advertisements, banners and posters
* Coordinated with vendors for the procurement of services, such as printing and advertising
* Maintained company website (Joomla), social media accounts and Google Analytics account
* Performed bid search and procurement activities
* Maintained a calendar of meetings and due dates for bid opportunities
* Coordinated conference and travel accommodations

**RELATED SKILLS:**Web Development, Adobe Acrobat, Dropbox, FTP utilization, SQL/HTML/CSS, Joomla/WordPress, Hadoop (Hive, Hue, Platfora), Salesforce, Box, Jira/Atlassian, Github, AWS, Google Cloud Services, Google API Services, AdWords/BingAds, Facebook Business Manager, Analytics

**COMMUNITY INVOLVEMENT:** Program Director for Upward Sports programs

**HONORS AND AWARDS:** Dean’s List: Summer2011; President’s List: Fall2011, Spring 2012; Certificate in Excellence: Best Business Plan 2011; Certificate in Excellence: Career Advancement and Leadership Course: Spring2012; Second Place Finish in Cox’s StartUp competition 2015