

# Jennifer Blunt

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Entrepreneur and Web Developer with 10+ years in customer service. Driven by curiosity, problem-solving, and collaboration. Beginning a career pivot towards Product Management to leverage my development, customer service, data analytics, and entrepreneurial skills to help solve big problems.

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## EDUCATION

### PRODUCT MANAGEMENT, Certificate

BrainStation | 2022

### CUSTOM THEME DEVELOPMENT FOR SHOPIFY AND WORDPRESS, Certificate

Juno College | 2020

### FULL STACK WEB DEVELOPMENT, Diploma

BrainStation | 2018

### APPLIED PHOTOGRAPHY, Diploma

Sheridan College | 2004

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## PROJECTS

### LEAD PRODUCT MANAGER | STYNEL | BRAINSTATION PROJECT

STYNEL was created as part of the BrainStation Product Management Certification. The app enables users to face their day confidently and with style by combining the user's Google Calendar and Weather info to aid in wardrobe planning. In a group, we worked through product development and created a fictional pitch for potential investors.

#### KEY SKILLS DEVELOPED:

- Problem Exploration
- Risk Assessment & Management
- User Testing
- MVPs
- Iterative Product Development

### LEAD PRODUCT MANAGER | MILE1 TECHNOLOGIES | WEBSITE REDESIGN

Mile1 is a concierge courier serving prestigious retail partners in Toronto. Launched in 2018, Mile1 required a new design for its website to showcase to potential retail clients and as a tool to help secure funds. After completing personas for retail partners and customers, I designed and developed all client-facing pages of the site and ensured that they would easily connect to the existing back end.

#### KEY RESULTS:

- 25% of Current partners came directly from the website.
- 40% Increase in the delivery fee charged to partners.
- \$500K Pre-seed round funding secured.

### DISCOVERY+ | USER EXPERIENCE CASE STUDY

At the end of the trial period of the streaming service, I cancelled the subscription entirely because of User Experience, not the programs offered. In this case study, I explored the root of my decision to cancel and tested possible solutions.

#### KEY SKILLS DEVELOPED:

- Problem Exploration
- Product Analytics
- Customer & Market Research
- A/B Testing

## SKILLS

- Agile Project Management
  - Problem Exploration
  - Customer & Market Research
  - Product Planning
  - Go-To-Market Strategy
  - Wireframing
  - Risk Management
  - Product Analytics
  - MVPs
  - User Testing
  - Data Analytics
  - Pricing Strategy
  - Web Development
  - Shopify Development
  - Photoshop
  - Communication
  - Time Management
  - Critical Thinking
  - Delegation
  - Team Leadership
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## WORK EXPERIENCE

### THEME SUPPORT SPECIALIST, WE ARE UNDERGROUND

2020-2021

- Consulted with clients daily via email to understand user problems, run testing scripts, and ask probing questions to locate root causes.
- Assisted new theme users on the initial set up of their shop using existing guides and customized suggestions.
- Implement bug fixes and minor code edits to alleviate support issues.
- Documented bug repair processes and helped streamline procedures for future technical support actions.

### FOUNDER & WEB DEVELOPER, JENN BLUNT WEB DEVELOPMENT

2019-2020

#### Key Project – Mile1 Technologies website redesign.

- Met with potential clients to assess each project's technical requirements, goals, and scope.
- Researched competitors, web design trends, and created target client personas to plan site design and UI.
- Ensured completed site will connect with existing systems used by clients.
- Completed projects within set timeline and on budget.

### RENTALS / SALES ASSISTANT, B3K DIGITAL

2017-2018

#### Key Project – Select and Migrate to new Rentals Management software.

- Collaborated with stakeholders to discover technical requirements and goals for new rental software.
- Became the Subject-Matter Expert on chosen rental management software.
- Planned the categorization and bundling of rental equipment to increase the efficiency and accuracy of rental bookings.
- Created support easy to read colour-coded documents to use as a quick reference for rentals employees.

### FOUNDER & LEAD PHOTOGRAPHER, ACORN PHOTO CO.

2014-2018

- Managed client relationships from first contact and pre-sales discovery through shoot day and image selection.
- Designed and implemented the branding and social media content strategy, maintaining a 3.2% engagement rate between 2015 and 2017.
- Created quarterly business plans and iterated on the plan monthly.

### ASSISTANT STORE MANAGER, EDDIE BAUER CANADA

2010-2013

- Analyzed daily sales and conversion to assure sales would reach the weekly target.
- Completed weekly ranking of sales associates' sales results and created individual action plans.
- Conducted formal and informal employee performance reviews.
- Lead quarterly loss prevention workshops and weekly coaching sessions for associates.