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Product Manager with a background as an Entrepreneur and Web Developer with 10+ years in customer service. Excited to leverage my development, customer service, data analytics, and entrepreneurial skills to help solve big problems. Driven by curiosity, problem-solving, and collaboration.

SKILLS

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

PRODUCT MANAGER, COLAB

2022

Key Project – Peak MVP

Researching workplace culture is time-consuming. Job seekers need to piece together what they can to get a complete picture, and often users only get an impression of the workplace culture, and there's no way to know how accurate it is. As workplace culture becomes increasingly important for Gen Z, how can job seekers confidently decide on a new company when access to vital information on company culture is so hard to find?

Peak is a responsive web app that allows job seekers to find crowd-sourced reviews of company culture created by current company employees to help them decide if a company's values align with their own.

- Led a cross-functional team to launch an MVP of our product in an 8-week timeframe using Agile methodologies.
- Defined the Problem through a job-to-be-done framework to set the vision for the overall product.
- Implemented scrum by conducting product testing, building, and sprint backlogs to continue product development.
- Managed the product backlog, wrote user stories and acceptance criteria, defined technical requirements, and prioritized features for rapid development.

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.

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 funding. 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.

- 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.

PROJECTS

LEAD PRODUCT MANAGER | HACKTO - HACKATHON

Given the challenge to help facilitate a diverse and inclusive workplace, we focused on removing barriers to mentorship. We found that a significant barrier to effective mentorship is that mentees often worry that they're asking "stupid questions."

By matching mentees and mentors based on shared interests outside of work along with specific career experiences or industry knowledge, our app helps create an environment that promotes psychological safety.

LEAD PRODUCT MANAGER | STYNEL | BRAINSTATION PROJECT

STYNEL was created as part of the BrainStation Product Management Certification.

Daily outfit planning and wardrobe organization are often overwhelming, and users often resort to wearing the same handful of pieces and forgetting about a large portion of items.

The app enables users to face their day confidently and with style. By combining the user's Google Calendar, Weather info, and user-created wardrobe inventory, users can quickly plan what to wear each day. The app encourages users to "Shop their closet" to rediscover forgotten items.

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