KENNEDY SNEAD

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Highly driven, technology-focused Product Owner with over 4 years of technical experience supporting data solutions and analyzing business operations. Aiming to utilize my strong management and analytical ability to achieve the goals of your company. **Key skills include:**

Excel - SAP - Agile - Snowflake/Teradata/SQL

AWS - JIRA/Azure - Tableau/ThoughtSpot - Google Analytics/Salesforce

**WORK EXPERIENCE**

*Product Owner - Nike, Beaverton, OR 03/2020 - present*

* Saved Nike over $500k by delivering new end-to-end supply chain inventory data capability, curating millions of rows of digital and brick and mortar data daily.
* Ingested and curated over 500 million rows of data into the cloud daily, implementing new AI-driven data visualization tool for North America business stakeholders.
* Delivered innovative Snowflake view into freight costs allowing quick reporting, analytics and planning for business partners.
* Gathered business requirements, use cases, and strategic direction for new AI and big data technology products; managed 5 data and platform engineers to deliver our products on-time based on business timelines.

*Project Coordinator - Nike, Beaverton, OR 01/2020 – 03/2020*

* Built and maintained reporting dashboards for all North America Supply Chain products.
* Crafted business win reports and presentations for CTO and directors to help convey the story of Nike’s data and analytics department.
* Maintained budget and finances for existing and upcoming projects.
* Created documentation of projects to assist in building out the product roadmap.

*Media Analyst – Rain Agency, Portland, OR 08/2019 – 01/2020*

* Leveraged proprietary in-house and third-party data to effectively target audiences and make informed decisions for client campaigns.
* Supported the Media Planning team across multiple accounts in the creation of media strategies and plans based on client brief.
* Proficiently evaluated response data and media attribution modeling outputs to inform future plan recommendations.
* Worked with Linear and Digital Multi-channels; Television, Audio, Print, OOH, Social, OTT and all forms of digital video.

*Data Analytics Associate - JB Hunt Transport, Lowell, AR 10/2018 - 08/2019*

* Developed business knowledge to effectively anticipate and define opportunities to apply business intelligence and analytics solutions to improve business outcomes.
* Identified and strategized transportation efficiencies for Fortune 500 customers by specifying the cause of service failures, utilizing SQL, and leading to millions of dollars saved annually.

*Technical Product Owner (Undergrad) - Intel, Hillsboro, OR 05/2018 - 09/2018*

* Created big data product roadmap for new datacenter technology and worked alongside 10 engineers and architects to deliver code updates.
* Contributed to market analysis and blind study research involving both technology experts and consumers for the development of new datacenter products.
* Conducted technical research and data analysis on infrastructure management software systems and data automation for strategic planning of future products using Confluence and JIRA to track new product features and specifications.
* Created effective websites using HTML and tools to increase efficiency of business processes including technical product requirements and data storage using Microsoft Excel.

*Project Manager (Undergrad) – Intel, Hillsboro, OR 05/2017 - 04/2018*

* Established organization infrastructure through the creation of 2 employee-facing websites by gathering internal customer requirements, creating the execution model, driving the creation along with maintenance and support and documenting customer feedback.
* Conducted datacenter competitive research on APIs, OxMs, ISVs, SIs, and End User for C-level presentations/keynotes and executive rollups. Synthesizing complex data sets into clear, actionable data.
* Supported the operational needs of a data center technology development project including research, presentation, and customer partnerships.

**EDUCATION**

*BS in Management, Minor in Finance – University of Arkansas, Fayetteville, AR Graduation Year – 2019*

*MA in English – Portland State University, Portland, OR Expected Graduation – 2022*

**HARD SKILLS**

Project Management - Analytical Skill - Data Management - Product Lifecycle Management

Continuous Improvement - Presentation Skill