MACY ADAMS

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OBJECTIVE STATEMENT

Dynamic Product Manager and Master's Student with 2+ years of experience in tech, finance, and education sectors. Proven in driving product strategies with projected ROIs up to $100M, developing innovative solutions, and understanding customers through research initiatives. I am looking for a business-to-consumer product role with data-driven, user-centric methods for driving strategy.

EDUCATION

Master's Degree in Emerging Media, The University of Georgia, GPA: 4.00/4.00   **Expected May 2024**

- **Relevant Coursework:** Product Roadmapping, Customer Journey Mapping, Figma Prototyping, User Experience Research, Wireframing, UI Design, SwiftUI iOS development, user testing, cross-functional product development, Scrum Methodology
- **Involvement:** In-House Web Development Consultant, Product Management Club

BBA in Management Information Systems with Honors, The University of Georgia, GPA: 4.00/4.00

- **Certificates:** Certificate in Personal and Organizational Leadership, Certificate in New Media Studies
- **Involvement:** Alpha Delta Pi Website Coordinator, Atlas Business Society, UGA Panhellenic Counselor, Order of Omega Selection Committee, Alpha Delta Pi Leadership Engagement Specialist, Society for Management Information Systems Member
- **Honors**: Zell Miller Scholarship (Full tuition), Presidential Scholar, Top 10% MIS, First Honors Graduate, Cecil Walker Family Award

WORK EXPERIENCE

Carnivore Trading (Fintech Startup)|Product Manager|Atlanta, GA   July 2023 – Present

- Collaborating with Founders and cross-functional development teams to co-create a product vision, leveraging user research involving 50+ potential users to develop insightful user personas, define product requirements, and drive product strategy
- Utilizing agile sprint methodologies to efficiently manage the design and development of a user-centric MVP, conduct iterative user testing, and craft a persuasive product pitch to validate user problems and secure stakeholder buy-in
- Creating a comprehensive product roadmap to guide the development team, ensuring alignment with the overall product vision and strategy

Georgia Lottery|Technical Product and Project Management Intern|Atlanta, GA   May 2023 – July 2023

- Presented the company-wide strategic plan to the executive board and facilitated discussion, resulting in a strategic reprioritization of 16 projects with ROIs of up to $100M in the interactive and retail channels
- Contributed to the development and realization of a $68M ROI project, focusing on using agile methodologies to fulfill requirements to convert print users to an online database through strategic game design, copy development, and competitive analysis
- Developed a user research plan for a national lottery initiative, defining objectives and demographic targets for 1,200 participants

University of Georgia|iOS App & Web Development Tutor|Athens, GA   May 2023 – July 2023

- Instructs Undergraduate and Graduate Students on iOS application development on the platform SwiftUI, website development (HTML, CSS, Javascript), and Adobe Photoshop for 2 hours weekly

EY|Technology Risk Consulting Intern|Atlanta, GA   May 2022 – Aug 2022

- Ensured system effectiveness and compliance for a financial services Fortune 500 firm with $7B+ revenue, decreased silos with a document reorganization initiative for 1,150+ files, and provided technical consulting for quality assurance

Crain & Co Podcast|Community Brand Manager|Atlanta, GA   May 2021 - Dec 2021

- Developed a 227-entry database for engagement and content metrics to understand performance strategically, quantify findings with KPIs (reach, engagement, advertising revenue), and use insights to develop a brand strategy increasing followership by 800+ people

CAPSTONE PRODUCT EXPERIENCE

Dairy Market AI iOS Application, Athens, GA   Jan 2023 – May 2023

- Integrated OpenAI API to co-develop an iOS full-stack application with Swift and Firebase to generate marketing deliverables
- Developed customer journey maps, conducted user testing with MVP developed in Figma, created brand assets with the Adobe Suite

Medlink Georgia System Development, Athens, GA   Aug 2021 – May 2022

- Architected and designed a MySQL database, constructed an operational client intake information website using HTML and CSS to generate usable marketing data, and analyzed sample data with Exploratory to present findings for strategy development to executive team

TECHNICAL SKILLS/SOFTWARES

Design: Figma, Canva, Adobe Illustrator, Adobe Photoshop
Programming: HTML, CSS, SwiftUI, JavaScript, Java, Salesforce, MySQL
Business Management: Microsoft Excel, Microsoft Teams, JIRA, Agile Methodology, Generative AI, Salesforce, AWS