

Damon Martineau

Technical Product Owner | Product Manager | Software Engineer |
MBA, with a unique blend of technical, business and personal skills

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Summary of Qualifications

Technical Product Owner / Product Manager capable of bridging the gap between IT and business objectives. Software development & business expertise. Able to balance the needs of management, IT and the customer.

Expert-level Software Engineer focused on PHP, MySQL, HTML, CSS, jQuery, LAMP.

Providing leadership to software engineering projects, with a proven record of understanding the big picture and finding creative and innovative solutions to problems.

Education / Certifications

MASTER OF ENGINEERING - SOFTWARE ENGINEERING | 2011 | ARIZONA STATE UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION | 2011 | ARIZONA STATE UNIVERSITY

BACHELOR OF SCIENCE - COMPUTER SYSTEMS ENGINEERING | 2008 | ARIZONA STATE UNIVERSITY

CERTIFIED SCRUM PRODUCT OWNER - CSPO | MAR 2016 | SCRUM ALLIANCE

CERTIFIED SCRUMMASTER® - CSM | JULY 2014 | SCRUM ALLIANCE

Professional Experience

AJUKA | MESA, AZ | OCT 2017 - PRESENT

FOUNDER & ENTREPRENEUR

- Founder of many small websites including marriedfun.org, baby-names-meanings.net, arizonavacationrentals.org.
- Operate autonomously on all aspects of the business from vision and engineering to design, product management, QA, sales and marketing.
- Create the vision, strategy and direction for the company and its various properties.
- Build each of the websites, APIs and required infrastructure using PHP, MySQL, jQuery, HTML, CSS.
- Design web properties and do front end development work to bring the ideas to life. Outsource and manage the creation of additional graphics as needed.
- Play the role of product manager by creating user stories and epics, grooming the backlog and setting priorities for the direction of the company. Deliver value to the customer.
- Perform QA duties such as testing new features before and after being released, finding and reporting bugs.
- Create, implement and manage SEO plan, ad campaigns and social media profiles and outreach.
- Built e-commerce site and led efforts to achieve and process sales of over 12,000 items.
- Managed the creation of 1500 content articles and created CMS from scratch to manage the writers and content.

HIGHER LOGIC / SOCIOUS | MESA, AZ | DEC 2015 - OCT 2017

PRODUCT MANAGER, PRODUCT OWNER | MAR 2016 - OCT 2017

- Organized and prioritized the work, including managing the product roadmap.
- Interfaced between management, development, testing, sales, marketing and other stakeholders to ensure the creation of the right product at the right time, balancing quality and speed of delivery.
- Led Scrum ceremonies and meetings, including backlog grooming, product demos, retrospectives, and strategy sessions with key stakeholders.
- Improved and streamlined software development process flow by increasing communication and collaboration.
- Wrote product requirements, user stories, and bug reports.
- Provided customer service and supported product needs by conceptualizing desired product features.
- Performed acceptance testing and maintained product quality.

- Provided ideation, mockups and prototypes for new concepts and upcoming projects.
- Compiled release notes and provided documentation, internal training and webinars.

SENIOR PHP PROGRAMMER | DEC 2015 - MAR 2016

- Built, tested, and maintained the Socious product, a proprietary SAAS web platform for building and running online communities and user groups.
- Developed software using PHP, MySQL, CSS, HTML, jQuery and AJAX.

INFUSIONSOFT | CHANDLER, AZ | JAN 2013 - NOV 2015

SOFTWARE ENGINEER II | JAN 2013 - NOV 2015

- Designed, architected and developed innovative, internet-based tools and solutions to reduce costs and improve productivity. Built software using PHP, MySQL, HTML, CSS and jQuery on LAMP stack.
- Streamlined the onboarding process to increase customer engagement by building the Infusionsoft Customer Center, where most new customers began their journey.
- Created Infusionsoft Dibs, a task management system to track customer work orders and contractor fulfillment.
- Rebuilt Wordpress plugin to interface intelligently with Infusionsoft to publish forms with ease.
- Assisted in rebuilding the Infusionsoft Marketplace with cutting-edge technologies including: Google Polymer, Java and Grails.

DEVNET / ADOPTION MEDIA | MESA, AZ | AUG 2003 - JAN 2013

WEB DEVELOPMENT DIRECTOR & INTERNET MARKETING MANAGER | MAR 2006 - MAY 2013

- Directed a team and worked independently to bring new, innovative projects from inception and architecture through to completion.
- Performed the roles of development manager, product manager, developer and QA for the team.
- Took initiative to create new and profitable revenue streams.
- Designed and implemented successful Search Engine Optimization strategies.

WEB DEVELOPER & INTERNET MARKETING MANAGER | MAR 2003 - MAR 2006

- Designed, oversaw and produced websites and services using PHP, MySQL, HTML, CSS, JavaScript on Linux / Apache, using custom internal framework.
- Created complex databases and queries to support web-based software.
- Developed inventive marketing methods to increase profits by optimizing advertising campaigns for hundreds of websites.

Technical Skills

- Product Owner | Product Manager | CPSO | CSM | Agile | Scrum | Kanban
- Web Developer | PHP | MySQL | HTML | CSS | jQuery | JavaScript | Ajax | JSON | LAMP | Bootstrap
- Java | C/C++ | XML | MVC | Databases | ADODB | Database Administration
- Operating Systems | Windows | Linux | Systems Administration | Shell | Bash | Apache
- PHPStorm | Eclipse | Editplus | IntelliJ IDEA | Jira | Confluence | TFS | Microsoft Office | Photoshop | Graphics
- Software as a Service (SaaS) | Wordpress | Infusionsoft | Content Management Systems (CMS) | vBulletin
- Search Engine Optimization (SEO) | Internet / Search Engine Marketing (SEM)
- Advertising | PPC | Adwords | Adsense
- Software Engineering | Software Development Lifecycle | Architect | Requirements | Design | Analysis | Testing | Software Testing | Programming | Internet Programming | Web Development | Service Oriented Architecture (SOA) | Object-oriented Programming (OOP) | Backend Developer | Full Stack Developer
- APIs | Integrations | RESTful Services | Infusionsoft API | Payment Gateways | Stripe | Authorize.net | Basecamp
- Project Manager | Management | Software | Hardware | E-Commerce
- Version Control | Git | Github | Bitbucket | Subversion (SVN)