

Kristin Michelle Elizabeth Rivait

Los Angeles, California

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Summary

The courage to be yourself in a world constantly trying to shape you is my personal definition of power. I am a passionate Associate Product Manager and Certified Scrum Master proficient in requirements definition, authoring epics, user stories and acceptance criteria within the Agile/Scrum methodology. Additionally, I am the Managing Editor of an EDM Music Blog, a published poet, DJ, and creative innovator.

I am not satisfied with the status quo. I take initiative and responsibility when I find opportunities to grow the organization. I expect to see improvement across every important vector. I challenge the way teams communicate and pave the way for a closer, collaborative relationship within the team and between all internal teams.

I encourage teams to self-organize for efficiency, remove impediments blocking progress, and facilitate growth within the organization and on an individual basis. I push for communication clarity, comprehensiveness, and transparency. New features and/or processes are only useful if the change or the rest of the product is clear, transparent, and predictable.

I deeply care and want what is best for others. I am a heartfelt, natural communicator as I am an extremely intuitive, compassionate writer and mediator. I want the organization and its people to succeed. I advocate for those around me and put a lot of energy into helping those who need it. I am not afraid to question the processes or decision-making of others, but always seeks consensus and harmony.

Experience

**[Tradesy](#), Santa Monica, CA. Associate Product Manager. Scrum Master.
August 2014 - October 2017. Selling Experience & Operations.**

Scrum Master

- ★ Coached The Selling Team by ongoing agile training, encouraging continuous improvement and adaptation, helping maintain the sprint burndown chart, and providing communication clarity

- ★ Protected the team from complacency, encouraged self-organization, facilitated stand-ups, Sprint Planning, Sprint Retros, and meetings
- ★ Monitored sprints in JIRA helping the team perform at their highest-level by removing impediments to progress and worked with the product owner to make sure the backlog is in good shape and ready for next sprint
- ★ Planned and lead Tradesy's II Annual Hackathon - Hack Wars: Attack Of The Code
- ★ Identified employees in other departments as good fits for positions in tech and coached them leading to promotions

Associate Product Manager

- ★ Improved company-wide interdepartmental communication by 50%
- ★ Tackled a dozen projects from start to finish by facilitating meetings, understanding stakeholder needs, completing user research and data analysis, delegating, providing feedback for designers, writing customer facing communications and technical stories in JIRA, getting engineer estimates, QA, and releasing the product.
 - Decreased member payouts by 10% and increased cash credit spent on site by 40% by encouraging dual user behavior
 - Increased p2p seller sales opt in listing adoption by 30% almost completely eliminating Tradesy-funded sales and promotions
 - Rapidly ramped up eBay and Shopify tooling, after another PM's departure, conquering dozens of software defects quickly while improving Sales/Product relationship
 - Built a USPS Shipping Claims Tool to better monitor and process \$250k in annual claims and member payouts improving labor efficiency and processing times by 60%
 - Redesigned a Web Sale Confirmation flow eliminating a cumbersome shipping kit request process for sellers saving thousands of dollars and improving the customer experience
 - Built an Internal Item Tagging Taxonomy system that significantly improved listing quality and customer search results
 - Raised seller commission from 9% to 14.9% then from 14.9% to 19.8% saving the business millions of dollars in 2017
- ★ Owned the systems and processes around bug reports and triage in JIRA dramatically improving how quickly software defects are solved and entirely eliminating the overhead triage from other product managers
- ★ Owned The Help Center Self-Service Customer Portal including written communication and weekly analysis on common contact reasons resulting in a 30% reduction in inbound Customer Service contacts

Ambition Insight Ventures - thatdrop.com, Miami, FL.

Contracted Managing Editor. Contributing Writer. May 2017 - Present.

- ★ Oversee all the aspects of content for publication

- Responsible for scheduling and publishing 2-3 posts a day in Wordpress, writing content, responding to clients, handling promoted and sponsored posts, supervising, allocating work to editors, authors, and reporters, submitting press to festivals and events, attending events for coverage, and managing social media platforms: Facebook, Instagram, Soundcloud, and Twitter
- Proposed UX improvements after thorough user research and data analysis via Google Analytics
- Published over 35 articles to date - [Author Page](#)

[Thought Catalog](#), Los Angeles, California. Book Author. Contributing Writer. December 2016 - Present.

- ★ Published Poetry Book, “[This Will Set Me Free](#)” via Thought Catalog Books and Collective World. September 2017.
 - Available for purchase on [Amazon Prime](#), [Barnes & Noble](#), [Gumroad](#), and [iBooks](#)
- ★ Wrote and published 17 articles to date resulting in over 100k views

Additional Experience and References Available Upon Request

Education

Florida State University, Tallahassee, Florida. B.S. 2009- 2013.

Charlotte High School, Punta Gorda, Florida. High School Diploma. 2005-2009.

Additional Skills

SQL, Typeform, Zapier, Atlassian, Wordpress, Squarespace, Darwin, Event Management/Planning, Microsoft Office Suite, Google Documents, Sketch, Photography/Photoshop, Entertainment, Music, Newsletters, Public Speaking, Podcasts, Performance Metrics, Project Planning, Creative Writing, and more.

Awards

- ★ **“Best Ideas”** - Tradesy, Company-Wide Darwin Vote. Award Presented by CFO Sash Catanzarite. 2016.
- ★ **“I Pity The Fool Who Didn’t Come Up With This Idea”** - Tradesy. Award Presented by CEO/CFO and Investor Miles Beckett at Tradesy’s First Annual Hackathon. March 2017.

- ★ **“Idea That Will Drive The Most Revenue”** - Tradesy. Award Given by The Audience at Tradesy’s First Annual Hackathon. March 2017.
- ★ **“Best New Use of Technology”** - Tradesy. Award Given by The Audience at Tradesy’s Second Annual Hackathon. September 2017.