

John F. Rozzo
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EXPERIENCE

AT&T | Atlanta, GA

Sr. Product Marketing Manager - Site Search • June 2016 - Present

As “CEO” for site search UX, I lead the product roadmap with UX, business and technology partners as well as coordinate delivery of a faster, more engaging & relevant search experience for millions of daily users on AT&T's desktop, mobile and app platforms.

- ⌚ Define the product vision, business requirements, and level of effort of work into technical specifications and acceptance criteria in strong partnership with product owners, scrum leaders and developers.
- ⌚ Analyze the customer journey and user pain points with A/B tests, usability studies, reporting (Adobe Analytics) and user feedback, to more quickly and effectively provide contextually-relevant content for search queries as well as to generate positive financial results.
- ⌚ Create and communicate the business use case and financial benefits of the product roadmap, milestones and achievements to executive leadership, business stakeholders and cross-functional teams as well as compliance, accessibility and product marketing teams.
- ⌚ Use SAFe/Agile methodologies to coordinate delivery of 25 new customer-facing capabilities, features and user stories on a prioritized release schedule as well as to resolve usability issues and technical defects.
- ⌚ Coordinate development and governance of user-facing features with colleagues and third-party vendor to improve algorithm relevancy, personalization and content optimization in order to improve self-service, reduce calls, and increase revenue.
- ⌚ Supervise the product development lifecycle, from business definition & visual concepts to annotated comps & technical delivery, including dependencies and impacts on content, design elements, and backend functionalities across desktop, mobile and native apps (iOS & Android).
- ⌚ Collaborate with graphic designers, copywriters and information architects as well as product marketing and e-commerce stakeholders to research ways to flatten navigation, decrease null results, and increase click-through and conversion rates.
- ⌚ Supervise the optimal design of the search box, autosuggestions, redirections, visual search and presentation of relevant search results, including videos, FAQs and other content types across Shop, Support and Entertainment lines of business in the global navigation as well as in-page search widgets.

Lead Manager E-commerce - Wireless Support • July 2014 - June 2016

- ⌚ Participated in content governance, taxonomy, editorial workflows, technical development and SEO best practices for 300+ Support articles.
- ⌚ Supervised content creation, production and social media marketing for ~100 videos, ensuring that content was helpful, visually-compelling and accessible, increasing self-help usage & reducing calls by 10% with an estimated annual savings of \$900,000.
- ⌚ Acted as liaison to Site Search for Wireless Support content, assuring correct mapping and indexing of article titles, keywords, taxonomy labels, metadata and related links for internal search results.
- 🕒 Managed content migration of ~400 articles to responsive web design templates, including consolidation, site taxonomy, page design, and technical deployment.

State Farm Insurance | Bloomington, IL

Business Analyst/Communications Specialist • January - November 2013

- ⌚ Planned and executed an internal user case, requirements, technical impacts, communications workflows, and documents around In-Language (Spanish) activities.
- ⌚ Led development of team site for SharePoint, including project planning, conceptual design, wire-framing, editorial taxonomy, HTML/CSS custom coding, UX/UI testing and analytics.
- ⌚ Developed change-management strategies & tactics for communicating company goals, objectives and results with cross-functional team of technical engineers, SMEs and employees.
- ⌚ Provided 10-point feedback for bilingual editorial style guide for Enterprise Translation Center of Excellence, improving translation consistency and accuracy 35% in 3 months.
- ⌚ Propose, plan, write and distribute weekly emails for communicating significant events (integrations, launches, etc.) via SharePoint spheres, sites and tools.
- ⌚ Organized 7 presentations for 8 In-Language and Common Services project teams through the change-management workflow, from requirements to drafts to distribution.
- ⌚ Assist 4 technical development areas (mobile, QA testing, process, service workflows) to communicate business impacts and results.

Business Analyst/Online Community Advocate • August - December 2012

- ⌚ As part of the company's major migration to an integrated, all-digital intranet, I supervised wire-framing and prototyping of WordPress- and Joomla-based intranet for programmers, consultants, digital architects, programmers, communication specialists, business architects and team leads in the Technical Engineering organization.

- ⌚ Recommended and tested 25 open-source tools & scripts based on user case requirements, including secure web protocols, HTML/CSS standards, cross-browser testing, mobile testing and Single Sign-On.
- 🕒 Coordinated a team of 6 SMEs for site development, go-to-market launch, testing, and community-building engagement using an agile development process.

Milk México, AC | Mexico City, MX

***Founder and Director* • October 2001 - January 2010**

- ⌚ Managed discussions, workshops and events to promote men's sexual & reproductive health.
- ⌚ Partnered with 6 regional Mexican NGOs to train staff on the *Mpowerment Project* HIV/AIDS Prevention program from University of California, San Francisco (Fall, 2006).
- ⌚ Supervised 5 online banner campaigns, including 3-city outreach and street promotions for SISMO (men's health week) and International Men's Day.
- ⌚ Created "Milkmen", an online community of 3200 individuals, medical professionals, support groups, media and experts to improve sexual health literacy, wellness and disease prevention using forums, downloadable PDFs, online Q&A/chat sessions, news, and events calendar.

Mango Digital, LLC | Mexico City/Atlanta

Founder • September 1998 - Present

Based on a concept called "Growing Communities", the company publishes websites around affinity audiences of purpose, place, practice and passion.

- ⌚ Provide WordPress hosting, design, development and maintenance services.
- 🕒 Plan, launch and manage content strategy, e-commerce, and social media marketing.

Prior experience in print ad sales, radio/tv media reporting, ESL teaching, event production and airline reservations.

EDUCATION

University of Southern California: Marshall School of Business • Los Angeles, CA
Bachelor of Science, Business Administration/Marketing (1982)

QUALIFICATIONS, ACTIVITIES & SKILLS

Language Fluency: English – Native; Spanish — Reading/Writing/Speaking: 95%.
Certifications: PROSCI ADKAR (06/2013), ITIL Foundation (11/2012).

Volunteering: TEDxMexicoCity licensee (2009-2012); Movember fundraiser (2014-present).

Computer & Internet: LAMP (Linux/Apache/MySQL/PHP, HTML), CSS, Mac & Windows, MS Office, Acrobat, Photoshop, WordPress, HootSuite, Sketch, InVision, wire-framing/mockups, cross-browser testing, search engine optimization (SEO) and social media.

Coding: HTML, CSS, PHP/LAMP programming, SQL administration, online collaboration, site architecture, wire-framing, software installation & setup, e-commerce software, and image optimization.

Editorial: Technology Columnist - *Business Mexico* (1999-2000, US-Mexico Chamber of Commerce - English) and *El Nuevo Inversionista* (1999-2001, Editorial Premiere - Spanish), content strategy, translation, business plan/proposal writing, copywriting, blogging, podcasting, newsletter creation & distribution, editing, and graphic design.

Knowledge of cultural, economic, educational and political issues and trends in Mexico & Latin America.

Ability to foster enthusiasm and teamwork with a friendly, positive, progressive attitude.

Mentoring, training and teaching experience.