

Austin (AJ) Edelman, CSM

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SUMMARY

Results-driven Project Manager with over 5 years of experience in managing the development of digital products. Proven ability to translate business goals into actionable project plans, enhance user engagement, and foster cross-functional collaboration. Skilled in project management methodologies and data analysis, with a robust understanding of the project lifecycle in consumer-facing industries. Adept at optimizing workflows, ensuring timely delivery, and driving strategic initiatives for successful project outcomes.

PROFESSIONAL EXPERIENCE

Technical Project Manager - Frontend

Web2carz.com LTD | Jul 2020 - Sep 2024

- Managed the full project lifecycle for a digital automotive platform.
 - Why: To streamline processes and enhance user experience along the customer journey, making information easily accessible.
 - Result: Improved conversion rates by 15% through effective data visualization, directly boosting sales revenue.
- Worked with cross-functional teams to measure project impact and innovate features.
 - Why: To leverage diverse expertise in optimizing projects that meet customer expectations and market trends.
 - Result: Enhanced user satisfaction and retention rates, contributing to a more loyal customer base.
- Mentored team members and promoted an Agile culture.
 - Why: To cultivate a productive work environment that encourages learning and continuous improvement.
 - Result: Increased sprint productivity by 20%, improving the team's ability to meet project deadlines.

Contract Technical Project Manager

Various Companies | Jan 2020 - Present

- Managed the development and launch of new digital projects and sales channels.
 - Why: To expand market reach and diversify revenue streams while adhering to project timelines.
 - Result: Achieved a 15% increase in customer acquisition for a SaaS startup.
- Oversaw the design and execution of data-driven go-to-market strategies.
 - Why: To ensure successful project rollouts and alignment with market demands for effective implementation.
 - Result: Improved adoption rates by 26% within the first three months.
- Directed A/B testing and performance analysis of marketing campaigns and conversion funnels.
 - Why: To enhance team collaboration and effectiveness in refining messaging and optimizing user experience.
 - Result: Increased lead generation by 17% for an e-commerce brand.
- Coordinated the optimization of SEM and digital advertising strategies.
 - Why: To improve overall customer acquisition efficiency and enhance team performance in executing campaigns.
 - Result: Reduced customer acquisition costs (CAC) by 14% while increasing ROI.
- Led the implementation of Agile project development workflows.
 - Why: To streamline solution delivery and foster continuous improvement during project iterations.
 - Result: Reduced time-to-market by 35% and ensured quicker validation of product-market fit.

Lead UX Designer and Developer

Web2carz.com LTD | Jul 2016 - Jul 2020

- Conducted user research and usability testing.
 - Why: To identify pain points and understand user needs more deeply, leading to optimized project designs.
 - Result: Customer satisfaction up by 25%, as evidenced by positive feedback and reduced churn.
- Collaborated with cross-functional teams to address operational challenges.
 - Why: Ensure efficient information flow and task execution, reducing production delays.
 - Result: Streamlined project development processes, resulting in faster deployment of new features and updates.

Technical Mentor

ADPList.org | Sep 2022 - Present

Provided mentorship to individuals and teams in the topics of skill assessment, goal setting, code review, and career development domains, helping mentees increase career advancement opportunities while also achieving improved mentee satisfaction and progress.

Technical Advisor Volunteer

Catchfire.org | Jun 2023 - Present

Delivered technical analyses, website strategies, project management strategies, and brand guidance to nonprofit organizations, leading to a 20% improvement in their digital presence and outreach, as well as a 35% increase in project completion rates

Lead Frontend Designer and Developer

Divine Design Marketing LLC | Jun 2015 - Jul 2016

- Improved user experience through feedback-driven design
 - Why: To align digital projects with customer expectations.
 - Result: Achieved a 15% increase in customer retention through effective design adjustments.
- Enhanced digital asset management processes
 - Why: To facilitate smoother workflows for content deployment.
 - Result: Streamlined operations, leading to a 20% improvement in project turnaround times.

SKILLS & EXPERTISE

- **Skills:** A/B testing, Agile Methodologies, Agile Product Management, Backlog Grooming, Change Management, Conflict Resolution, Data Analytics & Visualization, Kanban, Metrics Development, Product Development, Relationship Management, Resource Management, Risk Management, Scrum Methodologies, Servant-Leadership, Stakeholder Management, Strategic Planning, Team Leadership
- **Technical Tools & Technologies:** Adobe CC, AI model training, AI prompt generation refinement, ClickUp, CSS, Excel, Figma, Google Analytics, HTML, JavaScript, Jira, Microsoft Suite, Miro, Monday.com, Mural, Outlook, PHP, SQL, Tableau, Todoist, Trello

CERTIFICATIONS

Certified Scrum Master: Scrum Alliance, INC.

Data Analytics Professional Certificate: Google

Enterprise Design Thinking Co-Creator: IBM

EDUCATION

Bachelor of Fine Arts, Web Design & Interactive Multimedia

Illinois Institute of Art - Schaumburg