

ELIZABETH JESSUP

D I G I T A L P R O D U C E R + P R O D U C T M A N A G E R

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P R O F I L E

👋 I'm an experienced Digital Producer and Product Manager with a strong background in leading cross-functional teams, managing digital production workflows, and delivering innovative user-centered experiences. After working in a highly technical role, I'm excited to return to the creative side of production, where I can bridge the gap between design, technology, and strategy to bring compelling digital experiences to life.

S K I L L S

Design Operations
Product Vision
Digital Production
E-Commerce
Technologies
Content Management
Backlog Management
Agile Methodologies
Data Analysis
Reporting

T O O L S

Notion
WordPress
Trello
Looker
Tableau
Figma
Miro
Jira
Linear
Sitecore
LaunchDarkly
MS Excel
MS Word
MS PowerPoint

W O R K E X P E R I E N C E

● **Senior Product Manager / Heetch / July 2023 - April 2025**

- Define the vision for ride-hailing services on both passenger and driver apps, managing 1.5 million monthly rides across seven international markets to support safe and efficient urban mobility.
- Oversee quality assurance, progressive rollout, and release management across both Android and iOS platforms, ensuring smooth, error-free app launches and updates.
- Collaborate with diverse local teams (France, Algeria, Ivory Coast, Mali, Angola, Senegal) to conduct user testing, adapt services, and ensure local relevance.
- Spearhead documentation for a fully redesigned backend of core ride-hailing services which resulted in a 25% decrease in driver cancellation rate.

● **Senior Product Manager / GoDaddy / May 2022 - July 2023**

- Define product roadmap for the recommendations model strategy for godaddy.com.
- Design, organize and manage delivery for over 18 experiments each quarter.
- Set up and managed experiment cohorts independently via the CMS, ensuring smooth execution of A/B tests and personalization efforts.
- Oversee a team of 8 software engineers to produce quality work at velocity.
- Experiments executed in 2022 brought in over \$5M in iGCR and increased cross sell attach by over 20%.

EDUCATION

BA. INTERNATIONAL STUDIES, SPANISH MINOR

University of Washington

OFICIO DE LOCALIZADOR ESCAC

FRONT END WEB DEVELOPMENT

General Assembly

ADOBE ILLUSTRATOR

School of Visual Concepts

WORK AUTH

EU (Irish passport)
USA (USA passport)

LANGUAGE

English (Native)
Spanish (Advanced)
French (Beginner)

WORK EXPERIENCE (CONTINUED)

UX Program Manager / GoDaddy / Oct. 2020 - May 2022

- Manage Front of Site Design Scrum process by overseeing all design requests for over 30 communications professionals.
- Managed the JIRA backlog for all design requests, collaborating with stakeholders to improve design specifications and ensure project alignment.
- Lead the design operations for the GoDaddy Commerce Launch which resulted in a new design language.
- Lead design pattern library process for front-end component standardisation and template creation.
- Manage dev handoff, QA, and implementation of 30+ net-new pages.

Program Manager / TransWest / August 2019 - Oct. 2020

- Manage over \$6.5 million annually in mobility services.
- Led client negotiations to secure new contracts and maintain positive partnerships, adapting services and project plans to align with evolving client needs and community objectives.
- During covid, organize the deliver of more than 60,000 meals to public schools, assisted living homes, and public housing.

Program Manager / King County / June 2017 - Aug. 2019

- Managed Trailhead Direct, a public transit service aimed at reducing urban congestion and expanding access to recreational areas, achieving 20,000+ boardings and wide community support.
- Designed and maintained the Trailhead Direct website, which attracted over 83,000 views, and served as the project's public engagement platform.
- Oversaw social media strategy for 200 parks and 175 miles of trails.
- Secured both public and private funding for Trailhead Direct by applying to grants and liaising with stakeholders at the local and national level.