

KATIE McDEVITT

PRODUCT ANALYST



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Columbus, Ohio



Linkedin.com/in/katie-mcdevitt-columbus

TECHNICAL SKILLS

Expert

- Salesforce (Business Admin Specialist, Trailhead Ranger)
- JIRA
- Teamwork Projects (SaaS)
- Zoho Projects
- Basecamp2
- Google & Microsoft Office
- OneNote
- Teams, Slack
- Server Management
- Proofreading
- Agile and Waterfall Methodologies

Oversees

- InDesign & Illustrator
- AfterEffects & Cinema 4D
- Final Cut & Premier
- Figma, Sketch & InVision

EDUCATION

BACHELOR'S DEGREE

Fine Arts
The Ohio State University
2008

PROFESSIONAL PROFILE

Product Analyst adept at clarifying business problems for technical resolution. Maximizes resources, communicates effectively, documents meticulously, sequences processes and carefully manages timeline and expectations.

EXPERIENCE

Product Analyst, Salesforce Sales Experience, Nationwide Financial
Columbus, Ohio / October 2020 – Present

Project manager, requirements analyst and liaison between sales, marketing, Salesforce architects, configurators, developers, and leadership stakeholders.

- Captures and analyzes business problems and desired outcomes cooperatively so challenges are broken into achievable components that progress towards goals. Sets realistic expectations based on technical subject matter expert guidance. Shares blockers early and plainly so impacted teams can prepare responses and react calmly. Celebrates small wins so team can amplify team's advancement.
- Salesforce Performance Crit Sit – Product Analyst
 - Data analysis of change history led to identification of cloud migration event which was a Salesforce latency key contributor. Collaborated on a path to mitigation, including establishing metric to monitor change, platform improvements, API optimization, proactive and reactive process improvements, hardware upgrades for 2,500+ users. 15.69% performance increase in 6 month period.

Consultant, Marketing and Creative Operations

Columbus, Ohio / September 2018 - Present

Strategically accesses operations pipelines to build responsive, consistent and efficient infrastructure across multiple channels: animation, branding, design, digital, disruption, live action, print, product, production, sales, social, and web.

- Marketing Operations Manager, Washington Prime Group
 - Designed marketing and event project plans for activations, campaigns, events executed by over 55 teams nationwide.
 - Systematized Marketing Request intake, trafficked work, alleviated blockers.
 - Elevated marketing accomplishments to investors, leadership.
- Video & Disruption Program Manager at Root Insurance Co.
 - Guided work through stakeholder review process, alleviated blockers, ensured revisions reflected feedback.
 - Led logistics for a team that launched several disruptive activations concurrently. Utilized at recruiting and community events, the Disruption Team formulated and produced 5,000 cans of "Root" Beer. Constructed project plan to recipe and test beverage, advertise, build landing page, design can label and 3D animation, print and swag. Measured interactions.

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PRODUCT ANALYST

SKILLS

- Project Planning
- Team Cultivation, Leadership, Mentoring & Training
- Budget Planning & Management
- Risk Assessment
- Resource Management
- Improving Efficiency
- Negotiation & Contract Writing
- Adapting to New Technology

PERSONAL SKILLS

- Adaptability
- Challenge Driven
- Organizational
- Positivity

EXTRA

CSCA

Best of Category / Spacejunk 2017

CSCA

Award of Excellence / Spacejunk 2017

Logistics Leader – Annual Polar Bear Plunge 2017-2020

YMCA Camp Fitch
Raised cumulative \$675,000

Root Insurance Co. Ambassador

2019 Stonewall Columbus Pride Parade

Hoyt L. Sherman Memorial Award

Ohio State University / Painting Innovation, May 2008

EXPERIENCE continued

Producer

Spacejunk / Columbus, Ohio / September 2016 – September 2018

Partnered with directors to lead teams which developed B2B and B2C video and designs. Utilized position as a conduit of information to sequence phases, anticipate challenges and adjust plans in response to variables. Distilled client needs, curated artist and vendor roster, negotiated rates and contracts.

- Nationwide Insurance animation account lead. Grew relationships across the business by executing consistently. Identified opportunities to network. Communicated constantly fluctuating factors meticulously.
- Individually developed profitable new business relationship with The Ohio State University resulting in five video series to be shown to all faculty with glowing reviews from President Drake and stakeholders.
- Produced multi-day local and national shoots from pre-production to finish.
- Extensive client list, producing a range of 8-14 projects concurrently with an achieved profit margin of 30-60%, depending on team goals.

Producer

Daily Planet / Chicago, IL / March 2014 – March 2016

Produced videos from conceptualization to delivery at an Emmy award winning studio. Interpreted complex process into clear schedules and comprehensive budgets for an average of 12 concurrent projects. Collaborated with clients, creatives and specialists to execute captivating, beautiful videos.

- Successfully produced live action and animation integrated shoots for clients such as Nissan, Groupon, BMO Harris Bank, James Avery Jewelry and more.
- Nimblely navigated through a variety of animation and editorial clients including Alcon, Kraft, Capital One, Galderma, Eloctate, Meow Mix, How2Win (History Channel) & Secret Guide to Fabulous (Logo).
- Expanded relationships with agencies such as FCB, DDB, mcgarrybowen and Burrell in a business development capacity.

REFERENCES

Kevin Rapp

Creative Lead - Video
Root Insurance
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Christa Cox

Senior Producer
Spacejunk
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James Henthorn

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