

HYWEL INGHAM

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Previous Position

PRODUCT OWNER / MANAGER

Hywel Ingham is a Product Owner based in London. He has background in development, has ran his own social media digital company and worked in app start-up environments. He understands complex domains; designing, developing and delivering innovative and effective solutions to meet user needs. His background in coding, teaching and Product Manager means he is skilled at motivating and leading technical teams to achieve desired goals.

CROWDMIX | November 2014 – July 2016

New Music Social Media Start-up

Product Owner (Contract / Permanent)

Key Achievements:

- Managed the delivery of 5 products (influencer platform, app management platform, web client (user and artist), Salesforce CRM solution & company website).
- Launched the company's first product; an influencer rewards platform for 1000 top social media influencers.
- Led a £250,000 implementation of salesforce CRM solution. Enabling the marketing department to manage over 20,000 contacts and their related opportunities.
- Defined the platform's authentication and authorisation models and product managed their implementation.
- Product led the content moderation integration with 3rd party solution.
- Instrumental in moving business towards a cross functional team development approach.

Responsibilities:

- Product Manager lead on all web products; supported app team.
- Worked as part of a product team – leading product vision and direction.
- Responsible for defining and communicating the product roadmap to wider business and potential investors.
- Prioritised the product backlog of work across multiple work streams; making daily priority calls and product decisions. Applying technical, analytical, and problem-solving abilities to help team achieve planned targets and be efficient.
- Elaborated the overall product vision into individual products and working with cross functionality delivery teams to deliver and satisfy that vision.
- Ran workshops with the customer insights team and UX to understand customers needs and develop products.
- Created wireframes for user journeys, wrote user stories and defined acceptance criteria.
- Managed the Agile / Lean delivery process (including daily scrums, demo days / retrospectives) – applying continuous improvement approach to refining the process.
- Ensured all product iterations were data led, working with the analytics team to understand user behaviour and conduct quantitative analysis / research of the product.
- Worked within cross functional delivery teams to come up with solutions / features to achieve the product goals.
- Worked with 3rd party development team off-site to deliver products on-time and budget.

Past Experience

MUSICALLY DIGITAL | July 2014 – Jan 2015

Social Media Digital Agency

Digital Product Manager / Developer

Key Achievements:

- Built a Facebook voting app for BCM night club helping them to achieve #5 in the DJ Mag top 100 clubs.
- Created Website for Adam Ant – decreasing bounce rate from 80% to 30%.
- Oversaw the account management of 8 simultaneous clients.
- Managed £10,000 Ad spend on Facebook running MVT and A/B testing to maximise ROI – seeing an increase in 40% more online ticket sales.

Responsibilities

- Ran requirement gathering sessions with clients and team members to capture requirements.
- Product Managed and developed Facebook apps and micro-sites to support marketing strategy.
- Managed client's social media ad spend using optimisation techniques and MVT testing to improve ROI.
- Assessed social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Managed the process to design and execute social media strategies that met client objectives.
- Managed the process to design and execute social media strategies that met client objectives.
- Hired and managed a team of creatives and account managers.
- Implemented an Agile / Lean delivery structure.

IBIZA SOCIAL (IBIZA TALK) | Apr 2010 – Jan 2014

Ibiza Holiday Website

Product Manager / Developer

- Designed, built and managed wordpress (php & css) site.
- Grew site to over 1000 active users.
- Implemented ticket selling system.
- Created sponsorship and advertising model and sold packages to brands.

Teacher & ICT Education Advisor | Sept 2009 – July 2014

Primary School Education

Skills

Jira, Confluence, SQL, HTML, CSS, PHP, MYSQL, Javascript, Kibanna, Salesforce, Omnigraffle, Sketch, Mixpanel, MS Office [Word, Excel, Powerpoint], Apple [Keynote, Numbers], Photoshop, Facebook Open Graph

Built micro-site for 3mobile, built Facebook app for McDonalds, played for Rugby for Kent and club team (Blackheath) represented England.

Other Achievements

Education

B.A. in Education (Upper 2) - Manchester Met University

Contact

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