



# Taylor Smith

tsmith.com

As a Technical Product Manager, I lead teams who turn opportunities into tools that empower people. With a design education and engineering background, I bring cross-functional teams together to tackle complex challenges, develop tools to connect clients to their audiences, migrate legacy systems, and work more efficiently.

## SKILLS & TOOLS

**Skills:** Certified Scrum Product Owner, product management, business analysis, backlog grooming and prioritization, competitive analysis, release planning, resource forecasting, project management, data modeling, migration planning, wireframing, persona creation, user flows

**Tools:** Jira, Smartsheet, Google Analytics, Git, SQL, Cloudflare (Workers, Pages, Access, CDN, WAF), AWS (CDK, API Gateway, Lambda, EC2, Route 53, Amplify), Google Cloud Compute (GKE, GCS), Contentful, JavaScript/TypeScript, React, Next.js, PHP, Sentry, RollBar, Postman

**Soft Skills:** Workshops and discovery facilitation, remote team building, managing stakeholders, written communication, public speaking

## EXPERIENCE

Aug 2021 – Present **Product Manager** **Cloudflare** Austin / Remote  
Marketing Engineering program manager serving 37 stakeholder teams, process and agile coach, guiding implementation of service integrations to support data-driven campaigns, and driving expansion of editorial tools and high-performance static site build infrastructure to power internationalized cloudflare.com marketing site and blog serving 12M visitors monthly.

- **Marketo Submission Service** — Built new service to securely accept, sanitize, queue, and submit 900 lead-gen submissions per day
- **Static Site Migration** — Migrated to Gatsby/React-based static site for 90% reduction in time to visually complete, 30% – 50% increases to Lighthouse Performance and Accessibility scores across key pages (mobile).
- **Adobe CDP Integration for Dash Campaigns** — Built service to merge campaign creative from CMS with zone- and account- level data to present personalized product recommendations to drive PAYGO subscriptions and ENT sales opportunities.

Jan 2020 – July 2021 **Product Manager** **Very** Remote  
Product vision consulting, prioritizing stakeholder goals into roadmaps, serving as Product Owner and Scrum Master, resource and budget planning, process improvement, directly managing engineers and one PM.

- **Peloton** — Requirements gathering and planning for new fulfillment logistics integrations to cover 50% of North American orders.
- **Kickfin** — Led rebuild of a hospitality payment application as React SPA frontend consumer to client’s new REST API backend, launched to 800 restaurants nationwide in summer 2021.
- **Complex Media: Sole Collector app** — Launched iOS retail marketplace app and backend microservices with 50k downloads driving 40k partner referrals across 5 retailers in its first 30 days, earning a 4.9 star rating.
- **Socialyte: Insyte** — Led re-architecture of campaign tracking app to repair legacy code, handle larger data sets, and increase speed to add more customers and campaigns without hiring more support team members.
- **Led discoveries and wrote project plans** for B2C IoT, iOS app, retail eCommerce contracts to sell \$1M+ revenue in my first year.

May 2016 – Nov 2019 **Product Owner** **Four Kitchens** Remote  
Introduced Product Owner as an internal client service role to respond to market expectations for solutions-driven consulting: Internal advocate for stakeholders, collaborated with user researchers, led requirements gathering and prioritization, controlled scope, and managed product backlogs for large-scale websites and publishing platforms.

- Constructed sales strategy and pricing for Support Department to standardize contracts and increase capacity utilization.
- **Oregon Public Broadcasting — Digital Strategist:** Two-year engagement leading rounds of consulting to guide newsroom digital-first transformation. Lead author of a vision roadmap report. Guided vendor selection.

Oct 2012 – April 2016 **UX Designer & Frontend Engineer** **Four Kitchens** Austin / Remote

## EDUCATION

**B.F.A. Graphic Design & Advertising**, The University of Tulsa, 2011

**Certified Scrum Product Owner (CSPO)**, ScrumAlliance, 2016

## COMMUNITY

Jan 2019 – Present **Southwest Collegiate Cyber Defence Competition**, Project Manager, Scenario Writer, Support Dispatch  
Jan 2015 – Present **Zilker Theatre Productions**, Member of the Board of Directors, Producer, Backstage Manager, IT Admin

## SELECTED CONTENT

Oct 2021 **Route Not Found on the Edge: a Cloudflare-Powered Location-Aware Roadtrip Blog**  
Jan 2021 **The Many “Hello, Worlds” of Christmas: Advent of Code 2020**  
April 2020 **React Native: Hello World to Hangboard Coach in Two Weeks**, Very Possible Blog  
April 2019 **Estimate for Iteration with Story Points & Thin Vertical Slices**, Speaker, DrupalCon Seattle