

JAMES WOODHALL

Product Manager & Web Developer

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Portfolio: JamesWoodhall.com/business | Location: Pittsburgh, Pennsylvania

Professional Experience

Web Developer | Cactus Cat Software, Pittsburgh, PA

Sept 2023 - Present

- Full-stack developer building applications with integrated AI features, including user authentication, database management, responsive design, and payment processing
- Designed responsive front-end interfaces using HTML, CSS, and JavaScript, ensuring cross-browser and mobile compatibility. Python, PostgreSQL
- Collaborate with industry professionals to gather requirements and define product features
- Integrated marketing best practices and digital marketing strategies into application architecture
- Leveraged AI tools to accelerate the development workflow and enhance design implementation
- Applied Scrum project management principles to deliver features on schedule and within scope

Product Marketing Manager | InfiniteWorld, Remote

March 2022 - September 2023

- Developed digital strategy and UX for emerging FinTech software
- Wrote compelling web copy and content to enhance user engagement and conversion rates
- Led cross-functional teams of developers and designers to deliver consumer digital products
- Implemented streamlined project management workflows and go-to-market checks that improved development and launch processes

Product Marketing Manager | Google, Pittsburgh, PA

January 2021 - February 2022

- Developed cloud-based reporting systems and dashboards for social media campaign analytics
- Created self-help content and digital resources for proprietary online communities
- Utilized data analytics software to inform content strategy and improve user experience
- Increased customer self-resolution rates through strategic content development with customer support

Education & Certifications

Bachelors of Science: Economics | Pennsylvania State University 2017

Certifications: Python Web Development, Automate with Python, Information Systems & Quantitative Practices, Google Ads