Molly McGee

EXPERIENCED PRODUCT MANAGER | PASSIONATE PROBLEM SOLVER

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---PROFESSIONAL SUMMARY---

With a rich background spanning product management, technical writing, and instructional design, I bring a holistic approach to every challenge, ensuring effective solutions that resonate with stakeholders and drive success. I specialize in leading teams to streamline processes, foster collaboration, and optimize tools.

---AREAS OF EXPERTISE---

PROFESSIONAL SKILLS   Product Management | Leadership | Communication | External Relations
Change Management | Technical Writing & Editing | Learning Development

TECHNICAL SKILLS   Adobe Experience Manager & Creative Suite | Camtasia | Microsoft Office
REST API | PHP | MySQL | CSS | HTML

---PROFESSIONAL EXPERIENCE---

PRODUCT MANAGER | Dell Technologies | Round Rock, TX   June 2021 - Present
Drove improvements for marketing and sales organizations as product manager for Adobe Experience Manager (AEM) Assets Digital Asset Management system (DAM), Adobe Dynamic Media, and Brightcove video cloud.
- Planned and led 3-week POC to inform decision-making for +$2B digital marketing software spend.
- Led cross-functional projects to reduce siloed content management and establish a Single Source of Truth (SSOT) for +500K marketing images, documents, and videos.
- Managed relationship with external vendors (Adobe and Brightcove), including creation and handover of requirements documents and execution of projects related to content management.

DIGITAL LIBRARIAN | Dell Technologies | Round Rock, TX   June 2018 - June 2021
Developed training and communications for users for two different AEM (Adobe Experience Manager) DAM systems within marketing and sales organizations, in addition to actively managing and auditing content.
- Wrote and developed training material (interactive SCORM eLearning course, Adobe Captivate) to shift DAM training program from synchronous to asynchronous.
- Supported daily sales and marketing operations and launches by streamlining the upload and release of key documents and videos.
- Designed and managed content for internal information hubs and project update communications for 18K+ users.

ADJUNCT PROFESSOR | The University of Texas at Austin | Austin, TX   Aug 2018 - May 2021
- Instructor of record and content developer for 3-hour asynchronous online undergraduate courses:

- - I302 Academic Success in the Digital University (Fall 2019 - Fall 2020)
  - I320.01, Information in Cyberspace (Fall 2018)
- Redesigned and updated course I302 Academic Success in the Digital University, introducing new modules on planning, researching, writing, and presenting an information studies research paper.

PROJECT MANAGER | The University of Texas at Austin | Austin, TX   July 2017 - May 2018
Project manager for instructional design and IT lab projects, including online course design and development and software integrations.
- Coordinated the systematic redesign of a 3-hour online undergraduate course as project manager of a team of eight master's students and the course's instructor.
- Integrated software applications (Spiceworks, Google products, Asana) to create efficient workflow systems intended to aid fellow teaching assistants with grading and media creation projects.
- Created accessible video tutorials and workshop demos for faculty on course software and hardware.

RECORDS MANAGEMENT | Traditions Health Care | College Station, TX   Nov 2014 - Jul 2015
- Coordinated communication and scheduling for over 30 clinicians and over 300 patients.
- Created a more efficient workflow for archiving clinical paperwork and adding metadata.
- Developed best practices for gathering data on patient admits/discharges which was compiled on a daily report.

COMMUNICATIONS INTERN | Texas A&M University | College Station, TX   February 2013 - May 2014
Managed monthly newsletter, email, web, and social media communications for the Department of English Undergraduate Office.
- Wrote articles, took photographs, created graphic design content, conducted interviews, and collected information from faculty and students
- Organized weekly announcement email to be sent to all undergraduates; managed the English Undergraduate Office social media pages (Facebook and Twitter)
- Self-taught HTML, CSS, and Drupal in order to redesign and maintain the TAMU English Undergraduate webpages

--EDUCATION--

PRODUCT MANAGEMENT CERTIFICATION | Pragmatic Institute   August 2021

MASTER OF SCIENCE IN INFORMATION STUDIES | The University of Texas at Austin   May 2018
- Capstone Project: User-Focused Instructional Design
- Completed coursework in Database Management (MySQL and PHP) and Information Architecture, led workshops on HTML/CSS website design and hosting on Github Pages

BACHELOR OF ARTS IN ENGLISH | Texas A&M University   May 2014
- Minors in Business Administration and Communication
- Graduated summa cum laude

HISTORICAL INTERPRETER | Jourdan-Bachman Pioneer Farms | Pflugerville, TX   Sept 2023 - Present
Combine passion for history with public engagement through volunteer work at a living history farm.
- Contribute to the farm's educational mission by sharing narratives about the historical context and significance of its structures.
- Utilize period-appropriate skills like sewing and crocheting to create an authentic and memorable visitor experience.

STUDENT MINISTRY LEADER | High Pointe Baptist Church | Austin, TX   2019 - Present
- Facilitated engaging activities and discussion groups for up to 20 youth aged 12-18, fostering an inclusive and supportive environment within the church student ministry.
- Ensured the safety and well-being of participants during all activities, demonstrating a proactive approach to risk management and emergency response.
- Provided personalized mentorship and academic support through regular one-on-one sessions, addressing individual needs and fostering personal and academic growth among students.

VOLUNTEER AND DOCENT | The Bryan Museum | Galveston, TX   Nov 2016 - Aug 2017
- Certified as a docent to lead museum tours after completing a rigorous Texas History course as part of the museum's training program for docents.
- Assisted visitors and museum staff during weekly shifts as a volunteer.