



Tom Kincaid

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Product Management



Social Media



& More

2011	 Manager, Product Development 📍 New York, NY	Served as Product Owner in SCRUM development framework, determining business goals, authoring functional specs, and working with cross-functional teams to launch new features across multiple websites.	Integrated social media products into Comedy Central websites, increasing fan engagement with forums, commenting, sharing, and video upload systems.	Implemented SEO best practices, which increased monthly natural search visits to The Daily Show, Colbert Nation, and Tosh.0 by 150%.
		Collaborated with stakeholders from editorial, design, marketing, technology, cross-brand departments, and offshore teams to define and develop products.	Deployed Like buttons, which generated ten million monthly impressions on Facebook.	Created XML video sitemaps and worked with Google and Bing to surface videos in search results.
2010	 Director of Product Development 📍 New York, NY	Served as a hands-on product and project manager at this social media marketing agency for clients including Gallo Winery, Random House, and EA Games.	Followed emerging industry trends and served as knowledge specialist and developer for Facebook, Twitter, and other Web 2.0 APIs, defining business strategies and establishing brand presence in this space.	Collaboratively brainstormed creative concepts for campaigns, produced proposals for new projects, and participated in pitches to win clients and extend relationships with existing ones.
		Managed project plans consisting of schedules, deliverables, and assignments, balancing competing client priorities with limited internal resources.	Planned roadmap of features and authored specifications for a white label community platform.	Wrote company blog posts at socialmediaplayground.com/author/tkincaid .
2009	 Product Manager 📍 New York, NY	Prepared detailed product requirements and functional specifications for new products, consisting of wireframes, use cases, and dependencies.	Planned the six figure budget for the TV Guide online community and grew monthly visits to it 86% to 3.6 million.	Created executive presentations and built business cases for new projects including ROI and IRR projections, competitive analyses, risk assessments, business justifications, and budget requirements.
		Served as project manager throughout the development life cycle on multiple simultaneous projects.	Worked with ad sales to offer innovative sponsorship opportunities that leveraged community functions.	
2008	 Information Architect 📍 Bethpage, NY	Coordinated implementation and QA for the games channel.	This began as a part-time freelance position while getting my MBA, then became a full-time job.	Performed detailed analysis on usage and subscription data and created reports summarizing findings.
		Gathered requirements for interactive services then authored technical specifications and development guidelines.		
2007	 Product Manager 📍 New York, NY	Prepared detailed product requirements and functional specifications for new products, consisting of wireframes, use cases, and dependencies.	Planned the six figure budget for the TV Guide online community and grew monthly visits to it 86% to 3.6 million.	Created executive presentations and built business cases for new projects including ROI and IRR projections, competitive analyses, risk assessments, business justifications, and budget requirements.
		Served as project manager throughout the development life cycle on multiple simultaneous projects.	Worked with ad sales to offer innovative sponsorship opportunities that leveraged community functions.	
2006	 Information Architect 📍 Bethpage, NY	Coordinated implementation and QA for the games channel.	This began as a part-time freelance position while getting my MBA, then became a full-time job.	Performed detailed analysis on usage and subscription data and created reports summarizing findings.
		Gathered requirements for interactive services then authored technical specifications and development guidelines.		
2005	 Information Architect 📍 Bethpage, NY	Coordinated implementation and QA for the games channel.	This began as a part-time freelance position while getting my MBA, then became a full-time job.	Performed detailed analysis on usage and subscription data and created reports summarizing findings.
		Gathered requirements for interactive services then authored technical specifications and development guidelines.		
2004	 Information Architect 📍 Bethpage, NY	Coordinated implementation and QA for the games channel.	This began as a part-time freelance position while getting my MBA, then became a full-time job.	Performed detailed analysis on usage and subscription data and created reports summarizing findings.
		Gathered requirements for interactive services then authored technical specifications and development guidelines.		



Education

Baruch College, New York, NY
Master of Business Administration
Double Major in Computer Information Systems and Finance; GPA 3.9

New York University, New York, NY
Bachelor of Fine Arts
Major in Film and Television; GPA 3.7



Skills

Management: Word, Excel, Project, PowerPoint, Visio, Statistics, Budgeting

Programming: DHTML, AJAX, PHP, SQL, Objective-C, Web Services, UML

Design: Photoshop, Illustrator, Flash, Premiere, After Effects



Personal Projects

TomsApps.com: Social media and mobile applications developed on Facebook, Foursquare, Twitter, Android, and iPhone platforms.

Jauntlet.com: A service for travelers to share travel plans with friends and interact with other travelers.