J REESE

Product, Growth, and MarTech Platform Leader

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Skills

Languages: Python, SQL (Redshift, Hadoop), JavaScript/TypeScript, HTML5, CSS
Cloud & Data: AWS (DynamoDB, S3, Glue, Redshift), REST APIs, CI/CD
Analytics & BI: Tableau, Data Visualization, Statistical Analysis, Incrementality Testing, Causal Inference
Product & Ops: Agile (Jira, Asana, Trello), Product Roadmaps, UX research, A/B testing, PRD documentation
Marketing Tech: Google Ads, Facebook Ads, Programmatic DSPs (Trade Desk, DV360), CM360, Google Analytics
AI & Agent Systems: MCP (Model Context Protocol), Multi-agent Coordination, Agent Governance Design

Featured Project: Enceladus — Agent Coordination Platform

Designed and built a live production platform enabling multiple AI agents (Claude, Codex, Bedrock) to coordinate real development work across a portfolio of projects with governed lifecycle guarantees. 19 Lambda functions, 35+ MCP tools, 7 DynamoDB tables, 682+ closed tasks — $35/month built solo in 2 weeks. Documentation: https://jree.se/enceladus , Github: https://jree.se/enc-gh

• **Governed Agent Coordination**: Designed ontological framework treating Features, Tasks, and Issues as conceptual objects with evidence-gated lifecycle state machines, exclusive checkout ownership, and governance-hash-authorized mutations

• **Full-Stack Serverless Architecture**: Using AI, built serverless PWA on React 19 + Python using AWS (Lambda, DynamoDB, SQS FIFO, Cognito) with 5 CI/CD workflows, automated nightly audits, and 13 deployment types

• **MCP Server & Multi-Provider Dispatch**: Using AI, implemented 35+ tool MCP server with OAuth 2.1/PKCE remote access, enabling coordinated task dispatch across Claude, OpenAI Codex, and AWS Bedrock providers

Key Achievements & Metrics

• **$2B+ Marketing Spend Governance**: Delivered and launched comprehensive enterprise marketing technology platform governing Amazon's global advertising operations with complete stakeholder adoption

• **280% Experimentation Growth**: Revolutionized A/B testing capabilities at Expedia through systematic framework implementation and statistical methodology improvement

• **81% Conversion Rate Improvement**: Optimized mobile application acquisition campaigns through data-driven landing page enhancement and user experience optimization

Experience

Amazon - Mechatronics & Sustainable Packaging
Senior Product Manager – Technical • Sep 2024 – Jul 2025

• **Enterprise Product Leadership**: Conducted comprehensive user research across 6 fulfillment centers, documenting 150+ discrete user tasks to inform data-driven product strategy and UI optimization initiatives

• **Cross-functional Product Development**: Partnered with front-end engineers on technical architecture decisions, balancing user experience requirements with scalability modernization considerations

• **Stakeholder-driven Requirements Management**: Conducted meta-analysis on 500+ user-submitted issues to deliver consolidated business requirements and acceptance criteria for all 2025 engineering deliverables

• **Product Strategy Implementation**: Authored comprehensive copy improvements enhancing user experience accessibility standards while maintaining technical functionality across diverse fulfillment center operations

Amazon - MODE (Media, Operations, Data & Execution)
Senior Product Manager - Technical | Jul 2024 - Sep 2024
Senior Product Manager | May 2023 - Jun 2024
Head of Ad Operations & Governance | May 2022 - May 2023

• **MarTech Platform Development**: Established comprehensive product vision for AWS cloud-based marketing technology system governing taxonomy management across Amazon's $2B+ global advertising operations

• **Technical Product Management**: Created detailed UX flows and technical mockups while collaborating with integration engineers to ensure cloud architecture supported API and front-end functionality requirements

• **Product Adoption & Change Management**: Authored 30+ pages of HTML/Wiki technical documentation and comprehensive training materials, successfully onboarding 100+ global marketing stakeholders and expanding platform adoption across 3 additional Amazon business units

• **Ad Operations Leadership**: Managed trafficking operations for $3MM+ monthly advertising spend while implementing comprehensive DSP account management across Google DV360, Amazon DSP, & The Trade Desk

• **Data Governance Strategy**: Conducted user interviews with global teams to determine requirements for paid media taxonomy, authored product requirements documentation and specifications for engineering implementation

Amazon Web Services
Senior Marketing Manager - Paid Media | May 2020 - May 2022

• **Marketing Technology Platform**: Delivered automated Redshift database architecture with 30M+ data rows enabling real-time analytics for 600+ marketing stakeholders, reducing manual reporting overhead by 75%

• **Vendor Partnership & API Management**: Served as primary technical point of contact for Google, Meta, LinkedIn, Snapchat, Reddit, and Adobe platform integrations

• **Program Management & Product Roadmap**: Developed and launched comprehensive product roadmap mechanism utilizing agile task management tools to determine monthly priorities for paid media workstreams, enabling stakeholder voting on business-critical issues while creating standardized documentation and best practices for internal marketing channel operations

• **Agency Management & Process Optimization**: Served as primary point of contact for agency media teams and analytics teams, establishing documented processes for URL tracking, lead generation ad setup, QA workflows, and trademark authorization

• **Analytics Platform Development**: Built comprehensive Tableau dashboards utilizing Redshift SQL queries and Adobe Analytics API integrations, providing weekly performance insights and optimization recommendations across dozen+ business units

Expedia Group

Campaign Manager - Programmatic Video (FTE) | Jul 2019 - Feb 2020
Paid Social Manager (FTE) | Sep 2018 - Jul 2019
Social Ads Analyst (FTE) | Sep 2017 - Aug 2018
Digital Marketing Manager (Contract) | May 2017 - Aug 2017
Marketing Campaign Analyst (Contract) | Sep 2015 - Dec 2016

• **Global Marketing Technology Operations**: Transitioned comprehensive global paid social activation from external agency management to in-house operations, establishing scalable campaign management processes across 15+ international markets

• **Experimentation Framework Development**: Developed systematic A/B testing capabilities partnering cross-functionally with internal Analytics and Data Science teams, driving 280% YoY increase in test velocity

• **Conversion Optimization Leadership**: Launched factorial and multi-armed bandit ad copy testing frameworks, achieving statistically significant 9% increase in conversion rates and 25% CTR improvement

• **Mobile Growth Strategy**: Executed mobile application re-engagement experiment achieving 81% increase in transaction conversion per advertising impression through landing page parameter optimization

• **YouTube Campaign Management**: Executed end-to-end campaign measurement for 7-figure budgets across assigned global markets, utilizing reach planning and video experiment products for strategic optimization

• **Holiday Campaign Success**: Led global Facebook and Instagram holiday acquisition campaigns driving 11K+ application downloads within single week deployment, exceeding customer acquisition targets by 40%

Razorfish

Associate Media Director (Contract Consultant) | Jan 2017 - Apr 2017

Team Leadership & Strategy: Managed media team of 10 members to ensure delivered display, video, paid social, and search plans aligned with Nike's business objectives while leading development of programmatic buying strategy and platform processes

Mustache Agency

Media Director (Independent Consultant) | Mar 2013 - Sep 2015

• **Multi-channel Campaign Management**: Proposed, planned, and executed 3-year multi-channel paid media campaign for Netherlands Board of Tourism and KLM achieving over 2MM YouTube views through integrated creative and media strategy

Other Agency & Consulting Experience

XO Group (TheKnot.com), McCann, L'Oreal, Essence Digital, Profero, neo@Ogilvy, Sharpe Partners | 2007 - 2013

• **Enterprise Client Portfolio Management**: Executed 100+ paid social media campaigns, 100+ programmatic display media cycles, and 20+ search engine marketing initiatives for Fortune 500 clients including Nike, Google, Western Union, UPS, and L'Oreal, managing 7-8 figure advertising budgets annually across channels

• **MarTech Strategy & Platform Management**: Specialized in programmatic demand-side platform management, paid social platform optimization, API integrations, and comprehensive marketing measurement methodologies supporting attribution analysis and incrementality testing

• **Media Buying & Ad Operations**: Managed comprehensive negotiation processes for media partnerships, AdOps trafficking workflows, insertion orders coordination, and tag management systems across multiple publisher relationships ensuring operational efficiency and campaign delivery optimization

EDUCATION

Washington University in St. Louis - Bachelor of Arts | Psychology

Stanford University (*Continuing Studies*) - CS 65 Data Analysis with Python