

JUSTIN ARNESON, MBA

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SENIOR PRODUCT MANAGER

Technical SEO | Web Marketing | Project Management | Web Design & Development | Leadership

Accomplished technical and web marketing expert specializing in product and project management, with a focus on impactful digital strategies. Extensive experience in leading software and web projects from start to finish, proficient in executing digital campaigns. Expertise spans graphic design, UI/UX, web development, and marketing technology. Skilled in evaluating and leveraging AI services, platforms, and integrations, with a proven track record of developing custom AI chatbots. Consistently inspires teams to enhance marketing strategies, improve client quality, and optimize user interactions, ensuring effective and budget-conscious project delivery. Proficient in creating scalable web solutions and managing complex projects for optimal outcomes. Excellent communicator who engages with executive leaders, vendors, and cross-functional teams to drive success. Dedicated to helping businesses achieve their goals through cutting-edge digital marketing technologies and best practices. Thrives in dynamic environments and continuous growth and learning.

Core Competencies Include:

Strategic Thinking | Digital Strategy | Product Management | Project Management | Software Project Leadership | Digital Campaign Planning | Graphic Design | UI/UX Design | Marketing Technology Implementation | Conversion Rate Optimization | Scalable Web Solutions | Cross-functional Collaboration | High-quality Project Delivery | Effective Communication | Custom WordPress | eCommerce Technology | Continuous Learning and Growth | Lead Generation | User Experience Improvement | Budget and Scope Management | Stakeholder Engagement | Innovative Problem Solving | Strategic Planning | Team Leadership and Development | Fast-paced Environment Adaptability

EDUCATION

Master of Business Administration (MBA) | Boise State University, Boise, ID - 2019

Bachelor of Science (BS), Information Technology | Purdue University Global, Online - 2015

PROFESSIONAL SUMMARY

Founder & Digital Technology Consultant | Jun 2024 - Present

DIRT TRAIL DIGITAL | Garden Grove, CA

Innovative entrepreneur and leader of a successful web development agency, specializing in UX/UI design, custom web solutions, and marketing integrations for diverse industry clients.

- Guide and manage complete project lifecycles, overseeing client acquisition, requirements gathering, design, development, and post-launch support.
- Deliver scalable web solutions across multiple CMS platforms, driving significant client growth and enhancing user engagement.
- Provide expert consulting services to refine digital marketing strategies, utilizing tools like Google Analytics, SEMRush, and Power BI to achieve measurable results.
- Cultivate and sustain long-term client relationships by consistently delivering timely, high-quality, and customized solutions that align with business objectives.

Vice President, Marketing Technology | Jan 2023 - May 2024

AMERICAN COLLEGE OF EDUCATION | Indianapolis, IN (Remote)

Directed the marketing technology stack for a fully online college, ensuring optimal performance, improved lead flow, and timely content release. Collaborated with cross-functional teams to make data-driven decisions, enhancing lead quality and volume while elevating user experience. Managed custom API integrations for lead management and dynamic content updates across the website.

- Led the web team within marketing, streamlining operations and enhancing digital presence.
- Collaborated with marketing teams and leaders to optimize the user experience and lead flow at the top of the funnel.
- Presented analytics data in recurring meetings with C-level executives, influencing strategic decisions.
- Strategized the long-term vision of the marketing technology stack in collaboration with leadership.
- Served as a Subject Matter Expert (SME) on committees, contributing insights on web technologies, marketing strategies, UI/UX, lead management, and student experience.
- Acted as product owner for the online college admissions application, leading development and updates with the IT team.
- Played a pivotal role in AI research and development, managing the custom OpenAI student chat service.

Director, Web Marketing | Jan 2021 - Dec 2022

ACADEMY OF ART UNIVERSITY | San Francisco, CA

Oversaw a multidisciplinary team of developers, designers, data analysts, and producers responsible for updating and maintaining over 20 web properties for the school. Facilitated web support for various departments and spearheaded the design and development of websites, blogs, virtual art shows, and student portals. Managed marketing technology to enhance lead attribution.

- Successfully migrated a major student portal to a new CMS and tech stack.
- Implemented strategic changes to boost lead generation quality and quantity.
- Developed and managed the team budget, ensuring timely vendor payments and meticulous cost tracking.
- Planned and executed projects to ensure timely and budget-compliant launches.
- Regularly met with stakeholders to deliver progress updates and analytics insights.
- Completed seven migrations to a headless CMS stack.
- Steered the entire Marketing Team as interim VP of Marketing for four months.

Product Manager | Jan 2012 - Apr 2020
 DATABLEZE | Eagle, ID

Spearheaded all graphic design efforts for product marketing materials, webpages, infographics, and social media advertisements. Led the integration of new GPS tracking products into the company's software platform, using SQL Server Management Studio and XML coding. Also, oversaw the design, development, and maintenance of the company and e-commerce websites.

- Directed product R&D, sample testing, and the development and integration of IoT solutions throughout their lifecycle.
- Managed successful launches and updates for SaaS and mobile app products, as well as internal tools.
- Oversaw staging and assembly of intricate IoT product kits, ensuring seamless operations.
- Established and trained a competent technical support team from the ground up.
- Streamlined essential business processes, including RMA, fulfillment, and billing, to enhance efficiency.
- Developed HTML and CSS front-end functionalities to improve user experience.
- Designed online storefronts and e-commerce assets, including Amazon listings, to boost sales.
- Led the design of packaging and comprehensive marketing materials.
- Produced dynamic mockups to provide realistic product representations.
- Acted as product manager for a successful national product launch at Wal-Mart.

Technical Project Manager | Sep 2007 - Dec 2011
 STRATEGIC OBSERVATION SYSTEMS, INTERNATIONAL | Boise, ID

Guided a team of developers and designers for a major SaaS project, leading all software, GPS hardware, and design initiatives. Collaborated closely with the sales team as the technical SME for GPS hardware and software.

- Led the design, development, and launch of a GPS-tracking SaaS platform for elite law enforcement agencies.
- Supervised the implementation of new features, bug fixes, and client-specific developments.
- Supported the marketing team with digital design and advertising content.
- Designed packaging and materials for a consumer product line.
- Established and managed a new technical support department.
- Led R&D efforts to develop complex kitted solutions for network backup and failover.
- Played a key role in creating one of the first battery-based GPS ankle bracelets.

TECHNOLOGY, ADDITIONAL SKILLS, MILITARY SERVICE

- **Web Development & Design:** Web Design, Web Design & Development, Responsive Web Design, UI, HTML, JavaScript, XML, CSS, UI/UX Design, API Integration, Custom WordPress Consulting, SEO & Conversion Rate Optimization, WordPress, Bootstrap
- **Graphic Design & Video Editing:** Graphic Design, Illustrator, Photoshop, InDesign, Adobe Creative Suite, Video Editing
- **Programming & Development Tools:** Visual Studio, SQL, Microsoft SQL Server, MySQL, ASP.NET, Git, Jira, AI & Chatbots
- **Software & Application Development:** Application Development, Software Development Life Cycle, Test Cases
- **Networking & Communications:** GPS, GNSS, GPRS, GSM, CDMA, LTE CAT M1, NB-IoT, LoraWAN, Communications, Software Troubleshooting, FTP, Computer Networking
- **Operating Systems & Office Tools:** Microsoft Windows, Mac OS X, Microsoft Office, Microsoft PowerPoint, Microsoft Project, Microsoft Excel, Microsoft Word, Microsoft Visio, Adobe Acrobat
- **Content Management & Digital Marketing Tools:** Google Analytics, Digital Marketing, Search Engine Optimization
- **Project & Product Management:** Project Management, Agile & Scrum Methodologies, Marketing Technology Implementation, CRM Management, Management, Supervising Experience, Management Experience
- **Digital & Marketing Strategy:** Digital Strategy, Data-Driven Decision Making
- **E-commerce & B2B Platforms:** E-Commerce, B2B

United States Navy

Rank: E4, Information Systems Technician (1997 - 2001)