

# Justin Arneson, MBA

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**Web Product Manager | Web Marketing | Design & Development | Project Management | Leadership**

Dynamic SaaS & Web Product Manager with extensive experience leading digital strategy, product development, and web marketing initiatives. Expert in delivering scalable solutions, managing complex software projects, and driving growth through data-driven decisions and cutting-edge tools. Skilled in Web Development, UX/UI, headless CMS, marketing tech, CRM and API integrations, and team leadership. Known for aligning business goals with innovative digital solutions, inspiring cross-functional teams, and delivering results in fast-paced environments.

## CAREER HIGHLIGHTS

- Launched and scaled a successful web development consultancy, delivering custom CMS, CRM, UI/UX, and marketing solutions for clients across diverse industries, significantly boosting user engagement and digital ROI.
- Led a major digital transformation at an online university, overseeing the full rebuild of its marketing tech stack—including custom API integrations and an AI-powered chatbot—resulting in improved lead quality, faster content delivery, and stronger executive alignment.
- Directed the seamless migration of over 20 web properties to a headless CMS at a major art university, enhancing site performance, increasing marketing agility, and improving cross-department collaboration.
- Spearheaded the national retail launch of a GPS product at Walmart and Online retailers, managing full product lifecycle from R&D to packaging and marketing, while building internal systems and a tech support team to scale operations.

## CORE COMPETENCIES & SKILLS

SaaS Product Management | Agile & Scrum Methodologies | Project Lifecycle Management | Digital Strategy | Cross-functional Team Leadership | Roadmaps | UI/UX Design | Responsive Web Development | Digital Campaign Planning | Content Strategy | Marketing Automation | Custom API Integrations | AI Integration | CRM & CMS Management | CMS Migrations | Lead Scoring & Attribution | SEO | CRO | Team Leadership | Stakeholder Engagement | Mentorship | Executive Communication | Vendor Management | Strategic Planning | Dynamic Adjustments/Pivots

**Tools & Technologies:** WordPress | Drupal | Jamstack | Sanity.io | Vercel | Netlify | Google Analytics | Google Tag Manager | Google Marketing Platform | SEMrush | Power BI | Digital Asset Management (DAM) | Adobe Creative Suite | GitHub | Docker | Kubernetes | Microsoft SQL Server | Visual Studio | Slack | Teams | Zoom | Monday.com | Jira | Confluence | ClickUp | Workday | Microsoft Office 365 | Most Modern Web Technologies/Stacks

## EDUCATION

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

**Bachelor of Science in Information Technology - BS** | Purdue University, Online - 2015

## PROFESSIONAL EXPERIENCE

**Founder & Digital Technology Consultant** | Jun 2024 - Present

**Dirt Trail Digital - Garden Grove, CA**

- Founded and operate a digital consultancy focused on UX/UI design, scalable CMS solutions, and marketing technology integrations for clients across various industries.
- Manage full project lifecycles including discovery, planning, design, development, and post-launch support.
- Deliver custom web solutions that improve user experience and align with business goals.
- Provide strategic digital marketing consulting using tools like Google Analytics, SEMrush, and Power BI.
- Build and maintain strong client relationships by consistently delivering high-quality, on-time solutions.

## **Vice President Marketing Technology | Jan 2023 - May 2024**

**American College of Education | Indianapolis, IN (Remote)**

- Directed the institution's marketing technology ecosystem to improve lead flow, digital content delivery, and system performance.
- Led the web team and partnered with marketing stakeholders to enhance top-of-funnel user experience.
- Presented analytics and technology recommendations to C-level leadership to support strategic planning.
- Owned the long-term roadmap for MarTech stack upgrades, platform selection, and vendor coordination.
- Served as product manager for multiple platforms, including the admissions application, marketing website, landing pages, and an AI-powered student chatbot.
- Researched and evaluated over 15 AI chatbot vendors to inform innovation initiatives.
- Acted as SME on committees for web strategy, user experience, and lead management processes.

## **Director Web Marketing | Jan 2021 - Dec 2022**

**Academy of Art University - San Francisco, CA (Remote)**

- Managed a multidisciplinary team responsible for maintaining and updating 20+ institutional web properties.
- Oversaw the design and development of websites, blogs, student portals, and virtual showcases.
- Led the migration of a major student portal to a new CMS and tech stack.
- Implemented updates to web architecture and attribution systems to support lead generation.
- Managed the team budget, coordinated vendor payments, and tracked ongoing project costs.
- Delivered training and documentation post-launch to ensure smooth transitions and stakeholder alignment.
- Completed seven successful migrations to a headless CMS infrastructure.
- Temporarily served as interim VP of Marketing, providing strategic leadership and oversight.

## **Product Manager | Jan 2012 - Apr 2020**

**Dablaze - Eagle, ID**

- Led product lifecycle for GPS and IoT tracking solutions across software, mobile, and e-commerce platforms.
- Designed and managed front-end UI using HTML, CSS, and XML for improved user experience.
- Directed the development and maintenance of the company website and e-commerce storefront.
- Produced all design assets including packaging, infographics, product mockups, and online listings.
- Developed and maintained internal systems for product assembly, RMA, and fulfillment workflows.
- Built and trained a technical support team to scale customer service operations.
- Managed the successful launch of a GPS product sold nationally through Walmart.

## **Technical Project Manager | Sep 2007 - Dec 2011**

**Strategic Observation Systems International - Boise, ID**

- Led software and hardware development for a GPS-tracking SaaS platform used by law enforcement agencies.
- Oversaw project delivery across software, firmware, and design teams to meet client-specific requirements.
- Developed digital marketing materials and advertising content to support product launches.
- Designed packaging and marketing collateral for consumer-facing GPS products.
- Built and managed the technical support department, improving client service delivery.
- Led R&D on advanced kitted networking solutions for remote backup and failover systems.
- Contributed to the development of an early GPS ankle bracelet for law enforcement use.