

# Justin Arneson, MBA

Garden Grove, CA | 714-383-5775 | [justin.arneson@gmail.com](mailto:justin.arneson@gmail.com) | [LinkedIn](#) | [Portfolio](#)

## SaaS & Web Product Manager | Web Marketing, Design & Development | Project Management | Leadership

Dynamic SaaS & Web Product Manager with 15+ years of 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 UX/UI, headless CMS, marketing tech, and AI integrations. 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, 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 Wal-Mart**, 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 | Roadmapping & Prioritization | UI/UX Design | Responsive Web Development  
Digital Campaign Planning | Content Strategy | Marketing Automation | Custom API Integrations | AI Integration  
CRM & CMS Management | Lead Scoring & Attribution | SEO | CRO | Team Leadership | Stakeholder Engagement  
Mentorship | Executive Communication | Vendor Management | Strategic Planning | Dynamic Adjustments/Pivots

**Tools & Technologies:** WordPress | Webflow | Jamstack | Sanity.io | GatsbyJS | Vercel | Netlify | Google Analytics  
Google Tag Manager | SEMrush | Power BI | Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)  
Git | GitHub Copilot | Docker | Kubernetes | Microsoft SQL Server | Visual Studio | Slack | Teams | Zoom  
Monday.com | Jira | Confluence | ClickUp | Workday | Paylocity | Microsoft Office 365 | HTML | CSS | JavaScript

### EDUCATION

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

**Bachelor of Science in Information Technology - BS** | Purdue University Global, 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.

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## 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 Datablaze - Eagle, ID

- ❖ Led product integration and R&D 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 Wal-Mart.

## 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.