

SELINA DAVIS

PRODUCT MANAGER & PROUD NERD

Vancouver, West End
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EXPERIENCE

- 2000-2012 **Product Director- DenimGalleryCafe**
 Led growth from inception to over 1/4 million dollar sales in first year.
 Helped launch Herschels Supply Company in our 2000 sf location
 Highest sales of Levis Strauss in the city the first year
- 2012-2013 **Art Director - HL-Studios**
 Led app product development for potential clients.
 RFPs valued at over \$150k
 Translations and transcriptions for Siemens shareholders
- 2013-2015 **Product Manager - CodeCore BootCamp**
 Led marketing, community events and student acquisition.
 Successfully implemented structure to a start-up
 Co-hosted HackerNest.org events
- 2015-2017 **Product Management - Katusa Research**
 Led development, pivoting, Agile and LEAN marketing.
 eCommerce platform management
 Customer & Sales funnel management,
 API management, Development,
 WordPress, eCommerce, Adobe Suite,
 PayPal, Stripe, Design
- NOW **Consultant - Freelance**
 Product management for small businesses to find competitive advantages in the technology landscape using corporate strategies

LIFE PHILOSOPHY

"Intelligence can get you from point A to point B, but imagination can get you everywhere."

MOST PROUD OF

- Courage I had**
 To take on high risk projects with confidence and the ability to make them successful
- Persistence & loyalty**
 Through difficult times in start-ups, I continue with a willingness to find success
- Inspiring technology in small business**
 Working with small businesses to strengthen my community

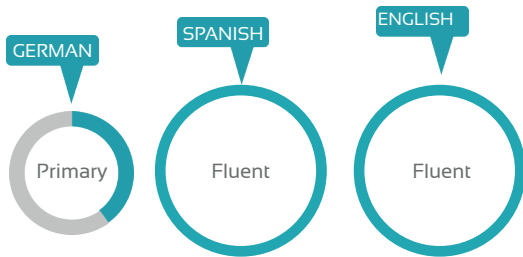
STRENGTHS

- HARD-WORKING
- PHOTOGRAPHY
- MOTIVATOR & LEADER
- USER EXPERIENCE
- PRODUCT MANAGEMENT & MARKETING

SKILLS

- Adobe Suite ●●●●●●●●●●●●●●●●●●●●
- Ruby on Rails ●●●●●●●●●●●●●●●●●●●●
- iOS Development ●●●●●●●●●●●●●●●●●●●●
- WordPress ●●●●●●●●●●●●●●●●●●●●
- Data Science ●●●●●●●●●●●●●●●●●●●●
- Data Analytics ●●●●●●●●●●●●●●●●●●●●
- Web Marketing ●●●●●●●●●●●●●●●●●●●●

LANGUAGES



EDUCATION

