

Trey Barnett

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EXPERIENCE

Senior Product Manager

[PureCars](#) 2020 - Ongoing Remote

- Brought flagship attribution product from conception to reality within 6 months with a hand-selected Development Team
- Produced Go-To Market strategy and exceeded revenue forecasts by 130% within first 3 months of launch
- Defined and implemented a success measurement process utilizing the Google HEART framework
- Led the hiring, onboarding, and management of new team members in a transition period where the Product Department doubled in size
- Maintained relationship with vendors such as Google and Microsoft

Product Manager

[PureCars](#) 2018 - 2019 Remote

- Created Roadmap and prioritized features for stakeholders and presented at executive and company town-halls
- Integrated Designers into Products teams and evangelized the use of design-thinking processes
- Gained insights and implemented strategies from analytics tools such as Fullstory and Pendo to increase average session time by 24%
- Increased High Value Clients by 30% through collaboration with Sales leaders in on-site demos and presentations

Business Analyst

[PureCars](#) 2016 - 2018 Atlanta, GA

- Managed and prioritized development work and technical documentation for largest revenue product
- Decreased introduction of bugs and red alerts by 75% after updating data collection and quality assurance processes
- Successfully integrated products and team members into the product mix from a competitor acquisition

SOFT SKILLS

Leadership



Teamwork



Strategy



Design



SKILLS

[Google Analytics](#)

[JIRA/Atlassian Products](#)

[Zendesk](#)

[Salesforce](#)

[SQL](#)

[Excel](#)

[Trello](#)

[G Suite](#)

[Google Adwords](#)

[Facebook Ads](#)

[Google Tag Manager](#)

[Fullstory](#)

[Pendo](#)

[Heap](#)

[Intercom](#)

SUMMARY

Hello, my name is Trey! I was lucky enough to wiggle my way into the Product Development space, and I have been loving it ever since. I have experience bringing digital products from conception to reality. Working cross functionally to ensure that we are delivering products and features that are exceeding customer expectation is what I'm all about! I am seeking a collaborative, organized, and passionate environment where I can be challenged to reach my potential, and actively participate in pushing organizations further. Let's build awesome products that make everyone's life better. In my spare time I enjoy surfing, hiking with my dog, and re-watching episodes of "The Office."

EDUCATION

Master of Business Administration (M.B.A.)

[Georgia College & State University](#)

08/2014 - 12/2015

Mass Communication, Integrated Marketing (B.A.)

[Georgia College & State University](#)

08/2010 - 05/2014

Mass Communication, Broadcast and Electronic Media (B.A.)

[Georgia College & State University](#)

08/2010 - 05/2014

Theatre Studies (B.A.)

[Georgia College & State University](#)

08/2010 - 05/2014

PERSONAL ACHIEVEMENTS

Global Mindset

Traveled over 10 countries during a sabbatical. Prepared and transitioned projects to empower junior team members to take over.

Pushing Myself

Trained over 3 month period to compete in a (Sprint) Triathlon. Attained goal of completing in under 1 hour and 15 mins.