



Jason Ramsey

Product Manager || Analyst

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Experience

2018 - Present || AT&T || [Global Search Senior Product Manager](#)

- Conceptualize product vision and create product roadmaps for att.com global search.
- Collaborate with product, engineering, content and design teams to implement product strategy.
- Create capabilities and features to deliver the product roadmap.
- Gather and analyze data to continuously improve global search for customers.
- Communicate product roadmap milestones to stakeholders and leadership teams.
- Implement and optimize natural language processing and machine learning features.
- A/B test search algorithms, machine learning models, UI and personalization features to determine which variants improve search quality for customers.

2013 - 2018 || AT&T || [Global Search Analyst](#)

- Collaborated with AT&T sales, support and account teams to ensure content was properly supported on att.com global search.
- Created and implemented query intent optimization strategies to improve organic relevancy for customers in global search.
- Partnered with sales and product stakeholders to launch promotional components for marketing offers and device launches in global search.
- Maintained and updated content management systems in global search.
- Conducted data analysis utilizing internal search, contact shed and sales order KPI data to guide decision making, business strategy and measure search optimization.

2012 - 2013 || YP || [SEO Analyst](#)

- Collaborated with web developers, content writers and additional fulfillment teams to create and implement SEO strategy for clients' websites.
- Managed organic search performance for clients' websites across Google, Bing and Yahoo.
- Optimized SEO strategy based on quantitative and qualitative data.
- Presented SEO KPIs to clients and leadership teams.

2009 - 2012 || LikesLocal || [PPC Advertising Analyst](#)

- Created and managed pay-per-click search advertising campaigns for clients across Google and Bing.
- Conducted pay-per-click keyword research, discovery, expansion and optimization.
- Tracked and analyzed pay-per-click search campaign data to maximize ad conversions for clients.
- Optimized landing page content for pay-per-click search advertising campaigns.



Education

2014 || Bachelor of Applied Science || Clayton State University || [Technology Management](#)



Disciplines

- Product Management
- Online Advertising
- E-commerce
- Search
- SEO
- Analytics
- Machine Learning
- Natural Language Processing



Software

- Apache Solr
- Apache Lucene
- Lucidworks Fusion
- Google Analytics
- Adobe Analytics
- Google Adwords
- JIRA
- Salesforce
- Microsoft Suite
- Power BI