

# CADEATRA HARVEY

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## EXPERIENCE

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### Stages ULTD LLC

November 2021 – Present

Founder, Product Manager

Baltimore, MD

- Lead the development and launch of a Game Based learning company
- Conduct extensive market research using first party data and 100+ user interviews to develop product PRDs
- Lead user experience design and flow
- Conduct A/B tests to determine initial MVP offerings for BETA launch

### Generation of Dreamers LLC

August 2010 – June 2019

Creative Director

Baltimore, MD

- Managed the entire product design process, from initial market research, sketching/designing, to delivering the end product
- Oversaw technical designs of products from concept to factory, incl. fabric and trim selection, meeting and selecting vendors, etc
- Acquired 6 of wholesale and dropshipping accounts with independent national and international boutiques
- Coordinated the creative execution of websites, landing pages, advertisements, marketing videos, and other assets

### Baltimore's Gifted

November 2015 – December 2018

Founder, Product Manager

Baltimore, MD

- Founded an e-commerce based innovation project supporting 7 youth entrepreneurs in the sales and marketing of art, apparel, and consumers goods
- Spearheaded collaborative partnerships with local and national angel investors, foundations, and commercial businesses to amplify marketing efforts
- Oversaw an in-house creative team of 4 that included web designers, graphic designers, and videographers
- Raised \$50k in grant and angel investment to support operating activities

### Red Bull

April 2018 – May 2018

Global Consumer Products Intern

Salzburg, Austria

- Collaborated with 2 development teams in learning product design and product lifecycle management of consumer goods in the global market
- Contributed ideas and strategies for a new e-commerce marketplace supporting craftsmen and innovators
- Shadowed members of the e-commerce marketing team to learn tactics to drive brand awareness and conversion rates
- Conducted market research on 5 competing product categories

### Open Works

July 2015 – October 2017

Mobile Learning & Product Manager

Baltimore, MD

- Successfully designed and implemented Baltimore's first mobile STEM education program based upon a 15 month research & development strategy for a high-volume maker space
- Conducted end user research to help identify 110 user stories and prioritize features for Minimum Viable Product (MVP)
- Facilitated over 40 workshops with 500+ students showcasing desktop rapid prototyping technologies including 3D modeling, 3D printing, and CNC machining
- Managed a \$20k budget to support project development activities

## **EDUCATION**

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| <b>Johnson &amp; Wales University</b><br>Bachelors of Science, International Business                          | <b>EXPECTED December 2025</b>                          |
| <b>Temple University</b><br>Engineering Technology   | <b>January 2008 - October 2009</b><br>Philadelphia, PA |
| <b>Community College of Baltimore County</b><br>Associate of Applied Science, Computer Aided Drafting & Design | <b>December 2007</b><br>Catonsville, MD                |

## **CERTIFICATIONS**

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| <b>University of Maryland</b><br>Product Management Professional Certificate                   | <b>December 2022</b>  |
| <b>New Ventures West</b><br>Certified Integral Coach   | <b>October 2022</b>   |
| <b>Institute for Professional Excellence in Coaching</b><br>Certified Professional Coach (CPC) | <b>September 2022</b> |

## **SKILLS**

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- Communication, Leadership, Coaching, Strategic Thinking, Product Development, Prototyping, Technical Writing, Entrepreneurship, Project Management

## **HONORS**

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- Coaching For Everyone Fellow, November 2021 – November 2022
- Red Bull Amaphiko Innovation Fellow, July 2017 – July 2019
- Starting Bloc Institute Fellow, February 2018 – February 2019
- Red Bull Amaphiko Academy, July 2017
- Warnock Foundation Social Innovator of the Year May 2017
- Warnock Foundation Social Innovation Fellow October 2016 – October 2017
- Cultural Innovation Fellow, Salzburg Global Seminar October 2016 – October 2017