

# CADEATRA HARVEY

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Experienced entrepreneur with a proven track record of successfully conceptualizing and delivering creative platforms and products seeking to transition into formal Product Management and related roles within an innovative company. Known for strong leadership and organization skills to effectively oversee all development and design processes. Joining a team that will utilize my passion, expertise, and creative vision for long-term growth is my number one career priority.

## PROJECTS

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### Product Development Manager

November 2021 – Present

Stages ULTD | *Stages ULTD is a game-based learning company that specializes in creating products for personal development, life coaching, and social-emotional learning*

- Conducting extensive market research using first party data and 100+ user stories to determine pre product-market-fit for unique board game learning system
- Conceptualizing and leading the product development of a Nueroarts based board game learning system covering the foundations ontology, psychology of identity, and self-coaching
- Coordinating the procurement and production of high fidelity prototypes and MVP (minimum viable product) based on PRDs (product requirements documents)

### Global Consumer Products Intern

April 2018 – May 2018

Red Bull

Salzburg, Austria

- Contributed ideas to, and conducted market research on several competing product categories for, the inhouse apparel brand Alpha Turi

## EXPERIENCE

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### Lead Apparel Designer, Art Director

August 2010 – June 2019

Generation of Dreamers LLC | *Generation of Dreamers was a solopreneur ran apparel & art concept e-marketplace retailing custom art, varsity jackets, t-shirts, and accessories*

- Lead and managed the entire product development process for cut & sew apparel brand from initial market research, technical design, and graphic design to coordinating production with domestic and international manufactures
- Implemented strategic e-commerce site redesign to improve brand messaging, engage new users, and improve conversion rate. Resulted in 10% increase in AOV (average order value), 12% increase in visit duration, and 3% decrease in bounce rate
- Executed digital, guerilla, and influencer marketing strategies utilizing landing pages, digital advertisements, video lookbooks, and other creative activations

### Product Manager

November 2015 – December 2018

Baltimore's Gifted | *Founded and launched an e-commerce based innovation initiative supporting youth entrepreneurs in the sales and marketing of art, apparel, and consumers goods*

- Created and developed a multi-sided e-marketplace as a real world, real-time hands on learning tool for youth to develop basic skills in apparel design, merchandising, and product marketing
- Utilized print-on-demand and dropshipping services across retail sales channels resulting in 13% increase of website traffic each quarter, achieving \$35 ARPU (average revenue per user, online) and \$100 ARPU in brick & mortar retail spaces
- Raised \$50k in grant and angel investment through collaborative partnerships across local and national impact investment communities, foundations, and commercial businesses
- Collaborated with sponsors such Red Bull to facilitate pop-up shops, workshops, and digital media campaigns to support marketing efforts and increase brand awareness

## **Mobile Learning Product Manager**

July 2015 – October 2017

Open Works

Baltimore, MD

- Successfully designed and implemented Baltimore's first mobile STEM education program based upon a 15 month research & development strategy for a startup high-volume maker space
- Interviewed 100+ students, teachers, and school board administrators to help create 7 user personas and prioritize features for program MVP (minimum viable product)
- Tested MVP through the facilitation of 40+ workshops with 500+ k-12 students and teachers showcasing rapid prototyping technologies including 3D modeling, 3D printing, and CNC machining
- Exceeded all internal and external stakeholders KPI's, OKRs and project milestone expectations, and achieved a NPS (net promoter score) of 72 among 100 students and teachers survey at program conclusion

## **EDUCATION**

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**Inclusive Product Management Accelerator (IPMA)** | University of Washington, Michael G. Foster School of Business

**Community College of Baltimore County** | Associate of Applied Science, Computer Aided Drafting & Design

**Temple University** | Engineering Technology

## **CERTIFICATIONS**

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**University of Maryland** | Product Management Professional Certificate

**New Ventures West** | Certified Integral Coach

**Institute for Professional Excellence in Coaching** | Certified Professional Coach (CPC)

## **SKILLS**

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- Creative Thinking
- Customer Discovery
- Market Research
- Prototyping
- Entrepreneurship
- Business Operations

## **HONORS**

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