

Cadeatra Harvey (she/her)

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SKILLS

Entrepreneurship • Micro Business Development • Personal & Professional Development Coaching
Cross-functional Team Leadership • Stakeholder Engagement • Product Management

EXPERIENCE

Urban Manufacturing Alliance, Remote • Product Owner, eLearning Content & Platforms 11/2023 - Present

- Leading the development of eLearning content and LMS (learning management system) platform to support entrepreneurial ecosystems in the making and manufacturing industry
- Designing new projects, programs, and initiatives to support entrepreneurs in business development, capital access, and equitable ecosystem access
- Facilitating communities of practice (CoP's) across multiple cohorts to gain a nuanced understanding of the needs and challenges of entrepreneurs, and serve as an internal advocate for their priorities

STAGES ULTD • Founder, Product Manager 11/2021 - Present

- Led and managed the complete product development process of a multimodal game-based learning system offering comprehensive wellness and personal development education for millennials and GenZers
- Conducted extensive market research using first-party data and 200+ user stories to determine pre-market fit, pricing, margin, and profitability targets
- Coordinated the procurement and production of high-fidelity prototypes and minimum viable product (MVP) based on initial product requirements documents (PRD) using zero-to-one management methodology

Enoch Pratt Free Library, Baltimore, MD • Digitization Coordinator 11/2018 - 11/2023

Generation of Dreamers, Los Angeles, CA • Founder, Creative Director 08/2010 - 08/2019

- Managed the entire product life cycle for cut & sew apparel brand including initial market research, creating tech packs, sourcing, cost negotiation, and coordinating production with domestic and international manufacturers and vendors
- Led creative strategy and execution for all print and digital marketing functions including website landing and product pages, email marketing, social media content, packaging, retail merchandisers, and sales presentations
- Increased lead-to-sale conversions by 12% quarterly utilizing commercial retailers, trade shows, expos, and dropshipping accounts (first three years)

Baltimore's Gifted, Baltimore, MD • Founder, Product & Program Manager 11/2015 - 01/2019

- Spearheaded and scaled a multi-sided online marketplace as a hands-on learning tool for youth entrepreneurs to develop basic skills in product design and product marketing
- Utilized print-on-demand and dropshipping services across retail sales channels resulting in 13% increase in website traffic each quarter, achieving \$45 ARPU (average revenue per user, online) and \$100 ARPU in brick & mortar retail spaces
- Raised \$40k from angel investors and local foundations

Red Bull, Salzburg, Austria • Global Consumer Products Consultant 04/2018 - 05/2018

- Consulted in-house apparel brand Alpha Turi on attracting new customer segments and leveraging cultural trends consistent with existing brand aesthetic
- Contributed ideas to the global consumer products development team on inclusive approaches to product design and marketing in multicultural global markets

Open Works, Baltimore, MD • Mobile STEM Learning Program Manager 07/2016 - 10/2017

- Developed and implemented Baltimore’s first ‘STEM on Wheels’ education program based upon a 15-month research & development strategy for a startup high-volume maker space
- Conducted qualitative user research to inform KPI metrics and interviewed 100+ students, teachers, and school board administrators
- Collaborated with cross-functional teams to test minimum viable product (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 and various industrial tools

EDUCATION AND CERTIFICATIONS

The Community College of Baltimore County
 Catonsville, MD • A.A.S, Computer Aided Drafting & Design Graduation Year (2007)

University of Washington, Michael G. Foster School of Business
 Inclusive Product Management Accelerator (IPMA) 02/2023 – 04/2023

University of Maryland, Product Management Professional Certificate 12/2022

New Ventures West, Certified Integral Coach 10/2022

Institute for Professional Excellence in Coaching (iPEC), Certified Professional Coach (CPC) 08/2022

AWARDS AND HONORS

Coaching for Everyone Fellow 10/2021

Starting Bloc Institute Fellow (Los Angeles) 02/2018

Red Bull Innovation Entrepreneur Fellow 07/2017

Warnock Foundation Social Innovator of the Year 05/2017

Cultural Innovation Fellow, Salzburg Global Seminar (Austria) 10/2016