

JESSICA PITOCCO

Contact

jessicapitocco@gmail.com
Boston, MA

Profile

Possesses a fierce work ethic, unfiltered creativity and excellent communication skills.

Seeking to advance my career in a team-oriented and collaborative work environment.

Technical Expertise

Certified Scrum Product Owner
Jira
Contentful
Google Analytics
Zendesk
WordPress
Microsoft Office Suite
HubSpot
Smartling

Professional Skills

Project Leader
Problem Solver
Decision Maker
Detail Oriented
Positive Thinker
Organized
Team Player

Recognition

Dorothy and Will
Roberts Prize, 2018
National Society of Collegiate
Scholars, 2014

Relevant Experience

Genospace, Boston, MA: January 2021-Present
Product Owner

Visible Body, Newton, MA: October 2018-December 2020
Product Owner

Organize and plan app updates to multiple platforms (iOS, Android, Web, Mac App Store, Windows Store)

Create app features with extensive market research, customer outreach, and user-driven design

Manage large-scale project with multiple teams to bring 3D models to Google Search, which was featured at Google IO 2019

Research and execute website design solutions to increase visibility and accuracy of the homepage and product-related pages

Collaborate closely with visual animators, UX/UI designers, and editorial team to improve user experience with the products

Leverage Scrum practices daily with the development team to produce timely and profitable products

The Warren Group, Boston, MA: June 2018-October 2018
Associate Editor

Edited, managed and uploaded all content for Banker & Tradesman and The Commercial Record online publications, using WordPress and Issuu

Wrote and edited daily news and curated daily newsletters for both publications, using HubSpot and email marketing techniques to increase readership and click rates

Edited, managed and uploaded to all social media accounts, using Hootsuite daily and increasing followers, engagement and click rate on all platforms

Piaggio Fast Forward, Boston, MA: June 2017-August 2017
Marketing Intern

Researched robotics industry and social media best practices to market the robot "Gita," and created a cohesive marketing strategy for a company of 50 people

Collaborated with video production staff to draft scripts for recruitment and advertising

Prepared and presented latest news in robotics and autonomous technology with COO

Education

The George Washington University, Washington D.C.: 2014-2018
BA Journalism and Mass Communications