
Marshall Keahiloa Cahill

www.thecahillsite.com | Scottsdale, Arizona, U.S.A.
(480) 747-0915 | marshall@thecahillsite.com

Product Manager | Customer Advocate | Senior Business Analyst | Technical Advisor

A results-driven business IT professional looking to gain a position as a Senior Product Manager, where skills of product marketing, customer satisfaction and competitive analysis can be utilized for the growth and development of the organization. Strong sense for diagnosing complex problems and consistently delivering cost effective and intelligent solutions.

Achievements

Administrative	Developed Management Summary Reports and Executive Dashboard in order to reveal the company's most profitable KPI.
Managerial	Formed and managed cross-functional and cross-department action team which increased customer satisfaction and decreased system maintenance costs by resolving consistent and complex problems.
Technical	Orchestrated international rollout of 3D Secure, Verified by Visa, and MasterCard SecureCode payment solutions.

Technical Expertise

Systems	Windows 7/8/10, 2003/08 Server, Ubuntu, Linux, Redhat and OS X
Software	Word, Excel, Powerpoint, Visio, Project, Outlook, Axure, InVision, MySQL, PL/SQL, Access, Dreamweaver, Wordpress, Drupal, Joomla!, Photoshop and Illustrator
Analytics	Google Analytics Premium, Tableau, SiteCatalyst, Satmetrix, Coremetrics, WebTrends, LogiXML, Crystal Reports, Business Objects, Mint, CrawlTrack, CEM and Woopra
Languages	SQL, HTML5, DHTML, CSS, Twiki, XML, JSON, Javascript, ASP, .NET, Macros and PHP

Professional Experience

GoDaddy.com, L.L.C., Scottsdale, Arizona, U.S.A.

Website Product Manager

January 2011 to Present

Website Product Manager of My Account, Checkout and Payments, Site Navigation and Homepage segmentation marketing on GoDaddy.com. Responsible for Global Checkout used by the entire company and affiliates processing over \$1B annually. Manage large scale cross-functional development teams often times working as Product Owner for multiple Agile teams or Group Product Owner for strategic company initiatives. Improving overall Net Promoter Score and customer sentiment through direct customer engagement. Develop outbound marketing strategies to drive more quality traffic. Perform A/B and multivariate testing, usability studies and market research to improve conversion and customer satisfaction. Constantly analyzing qualitative and quantitative data to identify new opportunities and maximize profit. Define product roadmaps for multiple purchase funnels. Recently redesigned GoDaddy.com global checkout platform to be mobile-first with a multilayered architecture.

Ticketmaster Ltd., London, England, U.K.

International Product Manager

April 2007 to October 2010

International Product Manager of Discovery and Web Marketing, Web Checkout, Online Auctions, Online TicketExchange and Web Point of Sale ticketing solutions and Global Product Manager of the Template Creation Tool. Managed successful launches of an Auction Product in 7 countries achieving over £1MM. Provided strategic direction for global initiatives, determined most profitable and cost effective solution and managed Agile Scrum product development from cradle to grave in numerous markets. Measured consumer trends to ensure strategic initiatives meet expectations and products remained competitive. Defined global product roadmaps for Discovery and Web Marketing, Web Checkout, Online Auctions and Web Point of Sale consumer facing applications on Ticketmaster.com and global entity websites including TicketWeb.

Professional Experience *continued*

DHL Express Inc., Scottsdale, Arizona, U.S.A.

Product Manager

December 2004 to January 2007

Hired as Senior Business Analyst and was promoted to Product Manager of DHL online shipping applications; DHL WebShip, CorporateShip and Import Express Online for the global lead region. Presented competitive product roadmaps and worked intimately with customers, sales and engineering to ensure successful product releases. Managed the design and development of global web-based systems using Service Oriented Architecture. Researched new and emerging technologies; increased performance through analytical testing; developed business cases; defined ROI and identified KPI.

Synergy Seven Inc., Phoenix, Arizona, U.S.A.

Consultant

August 2004 to December 2004

Supported DHL eCommerce systems and administrated DHL CorporateShip. Developed and improved HTML and Java web pages on the corporate intranet. Provided statistical data analysis. Supported DHL on a new Siebel database rollout with local clients. Upgraded client software and loaded local database files from remote location on all global DHL computers. Provided technical support over the phone for users. Improved team efficiency with Macro and Java scripting.

2wire Inc., Phoenix, Arizona, U.S.A.

Technical Support Representative

December 2003 to August 2004

Provided technical support for Internet and home networking customers. Supported company routers providing many types of WAN links including ADSL and cable. Directed customers over the phone how to troubleshoot LAN interfaces including Ethernet, USB, HPNA and 802.11 wireless.

Layer 7 Labs Inc., Scottsdale, Arizona, U.S.A.

Consultant

August 2001 to December 2003

Consulted for a Cisco reseller to update, setup and configure wide variety of routers, catalyst switches and Telco equipment. Designed and sold Cisco simulation labs for certification and training purposes. Assisted in purchasing, inventory and shipment of equipment. Provided web administration and technical support for servers managing hosting applications and inventory tracking for online purchases.

Valley Corp. Inc., Phoenix, Arizona, U.S.A.

Consultant

July 2001 to December 2002

Consulted to architect, upgrade and setup new office computer and networking environment. Provided technical support for office and home computers. Designed company website to provide commercial property information. Setup IIS and Apache servers hosting user security, web domain and mail server.

PMD (Project Marketing Decisions) L.L.C., Chandler, Arizona, U.S.A.

Systems Administrator and Technical Advisor

August 2001 to August 2002

Provided technical advice and support for business critical systems remotely for multiple locations. Managed servers hosting web domains, mail applications, SQL databases and VPN connections. Compiled SQL data and provided market research using crystal reports and proprietary survey software.

Education

MCC; Advanced Placement; Mercury Interactive Training; SOA Training; BSM Training

Professional References

Available upon request