

J. Caleb Bieranowski

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Passionate and creative product manager and designer with 18 years of experience providing first-class support, creating engaging user experiences and innovative products for team-members, gamers and creator communities. Devoted to user-centric design and crafting immersive experiences. Strong collaborator well-versed in integrating form and function while distilling outcomes into accessible communication for stakeholders.

EXPERIENCE

Marketing Account Manager

August 2023 - Present

Yardi - Raleigh, NC

Manage digital marketing strategies for 40+ multifamily housing clients, overseeing hundreds of apartment community marketing campaigns while maintaining strong client relationships and managing client expectations.

- Conduct in-depth market and performance analysis to deliver data-driven recommendations, resolving strategic challenges and optimizing campaigns to design and refine SEO, PPC, and reputation management strategies
- Oversee Google Business Profiles, perform keyword research, and manage Google PPC campaigns while tracking performance and optimizing spend to maximize ROI.
- Deliver detailed reporting on campaign impact, translating results into actionable insights that align with client marketing goals and key business objectives.

Producer and Co-Founder

April 2020 - Present

Dark Port Games - Raleigh, NC

Launched a board game company to design, print and publish games for casual and novice tabletop gamer markets to provide engaging gaming experiences with low barrier-to-entry.

- Conceptualized, designed, prototyped and produced the Pirates Dragons Treasure tabletop game that has sold over 1,000 copies worldwide to-date.
 - Organized competitive market research and user testing to refine core gameplay mechanics.
 - Designed unique game components including playing cards, playmats, dice, box and instruction manual.
 - Managed development, illustration, printing and delivery of final product.
- Established brand guidelines; designed convention booth experience and marketing to fuel crowdfunding.
- Built compelling online content to market the game; web site, online shop and social media assets.

Content Creator

March 2020 - Present

Self-employed - Raleigh, NC

Established and grew a social media presence that enables revenue generation via social media and content creation.

- Produced and published high-quality longform and short form videos for YouTube and TikTok using Adobe Creative Suite, OBStudio and Filmora Wondershare that have garnered over 2,000,000 views across 190 videos to-date.
- Established the branding, marketing and content strategy for the Kalam0n social media channels.
 - Leveraged insights derived from YouTube analytics, user research and follower feedback to inform content strategy that led to year over year growth as high as 464%.
 - Drove consistent subscriber growth through engagement with viewers and supplementary content creation for social media platforms including Reddit, Instagram and Facebook.
- Managed and organized all aspects of video production, including scriptwriting, filming, editing, and promotion.
- Partnered with AAA game studios to create sponsored video content.

Technical Product Manager

January 2014 - May 2022

Custom Ink - Fairfax, VA

Set the product development priorities and long-term strategic vision for internal systems and services to drive accuracy, efficiency and margin improvements.

- Identified product and process improvement projects to deliver \$6M in yearly cost of goods sold (COGS) savings.
 - Implemented a production system that boosted productivity by 20% and delivered \$1M in COGS savings.
 - Conducted 6 months of market research, competitor and data analysis to identify 50 critical changes for Custom Ink's Design Lab that doubled customer satisfaction and reduced print cost by \$500k per year.
- Drove agile product management, managed roadmaps and led steering committees with senior stakeholders.
- Managed task entry, triage and tracking while utilizing agile methodologies to manage product development, ensuring responsive on-time delivery and flexibility while managing remote development teams.

Production Artist

Custom Ink - Fairfax, VA

January 2010 - January 2014

Applied expert knowledge of Adobe Illustrator and Adobe Photoshop to prepare artwork files, color separations and halftones for production across a variety of media while collaborating with clients and printers.

- Utilized retouching and image manipulation techniques to enhance artwork, recreate low-resolution images, vectorize client photos, improve color accuracy, and ensure high-quality output on final products.
- Revamped training materials and onboarding process using Google Slides, Adobe Creative Suite and Confluence to create a more engaging experience that cut ramp time by 50%.

Customer Service Representative

August 2008 - January 2010

EA Mythic - Fairfax, VA

Provide first-class customer service and technical support to players of massively multiplayer online games including Ultima Online, Dark Age of Camelot and Warhammer Online.

- Aided in pre-release testing of subsequent product launches and the creation of internal documentation.
- Maintained accurate records of player interactions and reported bugs, providing valuable feedback to game developers to improve gameplay and user experience.

SKILLS

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|------------------------|------------------------------|---------------------|
| ● Graphic / Web Design | ● User Experience Design | ● Prototyping |
| ● Visual Design | ● User Research / Testing | ● Branding |
| ● Product Design | ● Video Editing & Production | ● Digital Marketing |
| ● Product Management | ● Search Engine Optimization | ● Agile |

TECHNOLOGY

Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, Dreamweaver, Acrobat, Stock), Affinity Creative Suite, Wondershare Filmora, OBS Studio, TinkerCAD, Blockbench, Figma, Sketch, InVision, Google Suite (Docs, Sheets, Slides, Forms), Microsoft Suite (Word, Excel, PowerPoint, Outlook, Teams, Sharepoint), Jira, Trello, Basecamp, HTML, CSS, JavaScript, Discord, Slack, WordPress, WIX, Squarespace, Google Ads, Google Analytics (GA4)

EDUCATION

BFA - Visual Communication (Graphic Design)

Northern Arizona University, Flagstaff, AZ

UX Design Course

General Assembly

Foundations of UXD

Coursera

Google GA4 & Ads Certification

Skillshop