



PROFESSIONAL EXPERIENCE

SENIOR PRODUCT MANAGER • TUNE 7/2021 – Present
TUNE is an affiliate marketing attribution SaaS platform for B2B customers

At TUNE I lead the Core product area and am responsible for the early stages of the customer journey, including on-boarding, affiliate management, and offer management with a focus on customer growth.

PRODUCT MANAGER • VECTEEZY 3/2020 – 7/2021
Vecteezy is a stock art and photography provider for B2B and B2C customers

At Vecteezy I led the Customer Experience product area focusing on subscription customers. Initiatives included managing churn, improving the search experience, establishing personas, and running the NPS program.

DIRECTOR OF PRODUCT OPERATIONS • QUORE 9/2019 – 1/2020
Quore is a hospitality management SaaS platform for hotels

At Quore I worked closely with the VP of Product to assist in executing the overall product vision through continuous improvement of process. In addition, I guided 4 direct reports (Product Owners and Scrum Master) and began to establish the Quore office space as a local tech community meet-up spot to aid in recruiting.

SENIOR PRODUCT MANAGER • CAMPAIGN MONITOR (EMMA) 10/2014 – 9/2019
Campaign Monitor is an email marketing SaaS platform for B2C and B2B customers

At Campaign Monitor I led three product areas of focus including Content Creation, Insights & Analytics, and User & Account Management. Initiatives included content integration with Eventbrite to drive new revenue, develop actionable insights for franchises with a focus on growth, and increase visibility and accuracy into billing details for enterprise customers.

USER EXPERIENCE DESIGNER & FRONT-END DEVELOPER • EMMA 04/2011 – 10/2014
Emma is an email marketing SaaS platform for B2C and B2B customers

At Emma I helped define user experiences for greenfield initiatives such as the WYSIWYG email content editor, Emma Social social media analytics and marketing product, as well as 3-5 year future product vision exercises.

ADJUNCT PROFESSOR • MIDDLE TENNESSEE STATE UNIVERSITY Fall 2018

At MTSU I taught Interactive Design under the Graphic Design program in the Department of Art. The class covered technical and design concepts related to UX Design, including basic HTML & CSS, wireframing, and prototyping.

GRAPHIC DESIGNER & FRONT-END DEVELOPER • TAPEONLINE 01/2005 – 04/2011
TapeOnline is an e-commerce store for video production companies selling professional media such as video tape and data storage devices

At TapeOnline I was responsible for the website's front-end design and development. I also worked with the marketing team to design all marketing materials and manage product photography.

CONTACT

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EDUCATION

MA GRAPHIC DESIGN & VISUAL EXPERIENCE
Savannah College of Art & Design

BFA GRAPHIC DESIGN
University of Tennessee

CERTIFICATIONS

Scrum Alliance® Certified
Scrum Product Owner® (CSPO)

Adobe Certified Associate (ACA)

AIGA Nashville Case Award

VOLUNTEERING

American Diabetes Association

National MS Society

Hands on Nashville

Hack for the Community

PERSONAL PROJECTS

AMATEUR RADIO WEEKLY NEWSLETTER
hamweekly.com

CANDOR GALLERY WIDGET
candorgallery.com