

# BRUCE MEIKLE

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Digital product manager experienced in agile and dual track agile environments.

## EXPERIENCE

### Kijiji Canada

Nov 2011 – April 2016

#### Product Manager

Product Manager responsible for Verticals (Autos, Real Estate and Jobs sectors) as well as Sell Side experience. Dual track agile environment with an emphasis on quantitative and qualitative customer research. Responsible for planning and designing enhancements and improvements to the site, detailing user stories, customer research and delivery and managing reports.

#### Accomplishments:

- Developed and delivered tools for Auto Dealer Inventory Management and Automated Posting, allowing professional dealers to post ads automatically and easily purchase features.
- Built similar systems for Non-Passenger Vehicles and for Real Estate rentals
- Built a customer service team from scratch to handle issues from high value commercial clients
- Assisted in the complete migration of the site from a global shared platform to a new custom built platform with no significant downtime
- Recognized the need for a robust billing infrastructure as the company evolved. Improved invoicing methods, built a purchasing database and connected it to Salesforce, billing and internal systems

#### Awards

- Critical Talent Award (2015)
- Two Spot Awards (2014)

### non-linear creations Inc.

Jan 2006 – Nov 2011

#### Project Manager, Client Relations Manager, Search Engine Marketing Team Lead

##### Project Management

Responsible for budgets, timelines and co-ordination of team members with clients.

Sample projects include redesign and development of a new site for Canadian Press, Implementation of a new site for Home Hardware and projects for Florida Fish and Wildlife Conservation Commission, Osler, Hoskin & Harcourt LLP, Ontario Institute for Cancer Research and Institute of Chartered Accountants of Bermuda

##### Client Relations Manager

Worked with the Sales department and with existing clients to drive new projects

##### Search Engine Marketing Team Lead

Working on all aspects of online promotion and search engine marketing including managing PPC ad and banner ad campaigns, organic search engine optimization as well as implementation and interpretation of online analytics software

Client list includes Canadian Tire, Canadian Real Estate Association, CMHC, Conference Board of Canada, Mead Johnson Nutrition, ECCO Shoes, TD Bank and Tridel.

**Electramedia**  
1997 – 2006

## **Production Manager and Project Manager**

### **Select Projects:**

#### **Mercedes-Benz Canada**

### **Accomplishments:**

Project manager for the MBC account from Sept 1999, overseeing rapid growth of their web systems in many areas, including:

- The rollout of two major site redesigns
- The implementation of over 45 sites covering all dealers in Canada,
- The creation of online contact applications and their integration with MBC's internal CRM tools,
- The launch of their online store
- Numerous feature sites, on site kiosks and promotions.
- Ensure that the sites match or surpass competitors' sites

The system of web sites and their integration with MBC's business were of such quality and cost effectiveness that Mercedes-Benz Canada was designated a Centre of Competence by DaimlerChrysler. The application was then exported to markets worldwide in recognition of the innovation and value of the applications.

### **DSCLight**

DSCLight is a suite of web applications for small to mid-sized markets. It was directly developed from the tools we built for Mercedes-Benz Canada's sites and adapted to over 30 markets worldwide. It is a fully bilingual system and supports several languages, including some with technological challenges, such as Chinese, Arabic, and Thai.

### **Accomplishments:**

Project manager for DSCLight from July 2003 to January 2006 and was responsible for:

- The launch of four versions of the DSCLight
- Coordinating between several stakeholders, including DaimlerChrysler business and IT units, Mercedes-Benz, Chrysler, Jeep and Dodge markets, Chrysler financing units, MBC Center of Competence unit and several third party vendors.
- Managing resources and keeping communications smooth between North American, European and Asian office.

**Centennial  
College**  
1995 - 1998

## **Instructor**

- Taught several courses including Intro to 3ds max (a certificate level course on 3D animation software), computer hardware fundamentals, and multimedia & web fundamentals.
- Designed course outlines and class materials.
- Centennial College Teaching Award of Excellence for my work in teaching 3D computer animation.

## **ADDITIONAL**

- 2 years at Ontario College of Art
- References available upon request