Caleb Hammel | MA

Product Manager | Digital Experience Designer

320.217.9842 | Boulder, CO | calebjhammel@gmail.com | calebhammel.com

PROFESSIONAL SUMMARY --

Highly motivated and results-driven professional with a Master's degree in Digital Product Design, I bring a unique blend of design thinking and strategic acumen to the realm of product management. I successfully transitioned from a design-focused background to a dynamic product management position, where I honed my skills in agile methodologies, cross-functional collaboration, and product lifecycle management. Through this transformative journey, I have gained invaluable insights and fostered a passion for driving product excellence.

AREAS OF EXPERTISE --

- User Research
- Data Analysis
- UX/UI Design

- Prototyping
- A/B Testing
- Competitive Analysis

- Team Leadership
- Roadmap Development
- Backlog Management (Scrum +Agile)

- Stakeholder Management
- Postman
- Launch Plan Development

PROFESSIONAL EXPERIENCE --

Product Manager | Sept. 2021 - Present
Hertz, Remote
- Lead product development that has grown on-rent volume by 335% while reducing labor by 20%.
- Exceeded yearly goals by working across teams to oversee product development from problem identification to launch with goals to increase reservation-to-rental conversion and enhancing branch experience for customers.
- Collaborate closely with UX/UI designers, engineering teams, and Fortune 500 partners to execute a data-driven product roadmap.

Program Manager | Aug. 2016- Dec. 2019
KQAL Radio, Winona, MN
- Oversaw intake, review, and organization of 100+ music entries each week and created Local Music program that enabled omni channel content to grow listener base.
- Maintained partner relationships with distribution networks and station to ensure continual positive relationships critical to preserving the reputation of the station.
- Managed schedule and performance of 30+ station DJs and staff to ensure standards were met and show quality remained high.

EDUCATION ---

MA, Digital Product Experience Design, University of Colorado Boulder
BA, Digital Media Communication, Winona State University
BA, Political Science, Winona State University