

TRENT Morrison

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SKILLS

Product management
User research & synthesis
Strategy & roadmaps

Data collection & analysis
Cross-team leadership
Agile methodologies

Product roadmapping
Tech & software fluency
Interpersonal communication

EXPERIENCE

Pluralsight

October 2018–present

Product Manager & Senior Analyst

- Prioritizes product feature list and iterations by defining urgency in customer demands, product backlog, engineering bugs, and stakeholder requests
- Leads the product vision/roadmap, product discovery, and product development for the learning sciences team which defines and measures content quality, performance, and learning effectiveness
- Collaborates cross-functionally with design, engineering, marketing, customer success, and other stakeholders to identify and deliver new product solutions and iterate on current product offerings and features
- Experiments with new research methods to gain actionable insights in a more effective manner
- Proactively identifies business needs and focus areas for the team and for the products that are being built
- Creates and revises product requirements by evaluating user adoption targets, customer retention, and overall growth by using data analytics and testing

Course Review Manager

- Collaborated to develop product tooling in support of video course review that maps to the content tooling and Pluralsight vision
- Gathered and analyzed data about the video course review process—measured the impact on the business
- Regularly evaluated the course quality with content production leadership and ensured alignment within video course production
- Led collaborative projects related to developing, maintaining and improving video course quality standards
- Collaborated with all content divisions to provide information about video course quality and advocated for high quality video content
- Collaborated with content stakeholders and course production managers to develop processes for evaluating and maintaining video course content freshness and relevance

Clearlink

April 2017–October 2018

Content Strategist

- Defined and leading digital content strategy/vision for a portfolio of brand partners
- Innovated consumer facing websites, created engaging content for all digital channels, including SEO, paid search, emails, blogs, social networks, etc.
- Managed and developed editorial calendars based on strategic goals, business priorities, product launches, and other events
- Determined and led opportunities within search, paid search, email, social, and other channels
- Evaluated content and user journeys to maximize performance
- Led content goals through collaboration with marketing channel owners, various stakeholders, and the production team to drive awareness, site visits, and ultimately revenue

Young Living

May 2015–April 2017

Content Marketing Manager

- Created and executed content marketing strategy by creating specific, engaging, and optimized content for various channels, including print, podcast, blog, social media, and websites
- Managed outside vendors and international/regional marketing offices to establish, create, and promote additional company publications and content initiatives
- Built and managed a team of freelance editors, marketers, copywriters, and transcribers
- Collaborated with key stakeholders to illuminate the company's strengths, values, and uniqueness
- Produced, managed, and hosted Drop of Inspiration, Young Living's weekly podcast, in a manner consistent with the tone, voice, and positioning of the company

Costa Vida

May 2014–May 2015

Franchise Marketing Manager

- Implemented comprehensive local store marketing and new store opening plans
- Strengthened marketing support through increased resources, improved marketing strategy and sales growth
- Maximized marketing program development
- Created, led, and coordinated quarterly brand strategy and themes
- Approved, updated, and managed overall brand standards and guidelines
- Managed relationships with Franchisee partners throughout the US and Canada

EDUCATION

B.S., Interdisciplinary Studies
Dual focus: Communication Studies & Psychology

Utah State University
Logan, Utah