



## Jeff Hobbs

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### *Profile*

**Jeff is a seasoned and friendly Product Manager**, currently responsible for managing a team of 7-8 engineers and technical managers who deliver high-quality products and features to support 18 news & information websites, 23 newspapers with combined total of 52M user audience a month. It's a lot!

### *Experience*

#### **DIRECTOR OF PRODUCT MANAGEMENT, ADVANCE LOCAL, JERSEY CITY, NJ (MAY 2011 - PRESENT)**

Head of the ECR team ("Engagement and Consumer Revenue") which is a fancy way of saying "subscription revenue department". Built using in-house and external infrastructure, the team collaborates with marketing and editorial to drive ~\$20M revenue yearly.

#### **SENIOR NEWS PRODUCER, MASSLIVE.COM, SPRINGFIELD, MA (JANUARY 2007 - MAY 2011)**

Selected and promoted news and featured content from the online and print reporting. Reported on local news events across Western Massachusetts. Worked directly and closely with corporate and newspaper to help develop and implement new and additional interactive features for the site.

#### **TEACHER, QUABOAG REGIONAL MIDDLE/HIGH SCHOOL, WARREN, MA (AUGUST 2006 - JANUARY 2007)**

Created and taught classes in HTML/Web Design, Multimedia production, PHP & MySQL. Built online showcase of student projects using absolutely terrible backend content management software called Joomla. Specialized in open source software and solutions.

#### **WEB DESIGNER, COLLABORATIVE.ORG, NORTHAMPTON, MA (JANUARY 2006 - AUGUST 2006)**

Redesigned website using database-driven, open source technologies. Assisted in distance learning program. Acted as interim communications director, managing design and implementation of all print publications.

### *Education*

#### **HAMPSHIRE COLLEGE, AMHERST, MA (1993 - 1998)**

Graduated in 1998 with a degree in Computer Science via the school of Creative and Cognitive Science. Thesis work included research and creation of artificially intelligent generative and interactive MIDI musical systems, which is what we called "AI" back then.

### *Skills*

Technically savvy and personable manager, dedicated to building and leveling up teams. Creative, highly motivated, self-directed, yet easy to work with. **Get in touch!**