

GARETT HARPER

PRODUCT MANAGER

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SUMMARY

Product Manager with 10+ years running digital platforms in media, higher education, and government. At Scripps, I led Court TV's full platform migration across web, mobile, and CTV. I also built the workflow behind an America 250 sponsor-placement model that contributed nearly \$2M in incremental revenue. I prototype internal tools with AI before asking engineering to build them.

SKILLS

Product Management: Roadmapping, Prioritization, Backlog Management, User Research, A/B Testing, Agile/Scrum, Stakeholder Management, Change Management

AI & Productivity: Claude (Claude Code, Claude Design), Gemini, ChatGPT, Atlassian RoVo; AI-Assisted Discovery & Specs; Workflow Automation; Agentic Workflows

Analytics & Strategy: Google Analytics, Data-Driven Decisions, A/B Testing, KPIs & OKRs, Parse.ly, Conviva

Tools & Platforms: JIRA, Confluence, Airtable, SQL, CMS Expert (WordPress, Drupal, Modern Campus, Brightspot)

User Experience & Design: User-Centered Design, Wireframing, Digital Accessibility (WCAG 2.1)

Leadership & Communication: Executive Stakeholder Management, Cross-Functional Leadership, Change Management, Technical Documentation

EXPERIENCE

Digital Product Manager

05/2023 - 08/2026

The E.W. Scripps Company

Remote

- Owned product strategy for ION, Grit, Laff, and Bounce across web, mobile, and CTV, with expanded support for a local news portfolio of 60+ affiliates
- Led Court TV's full digital platform migration across web, mobile, and CTV following its ownership transition
- Served as de facto owner for 60+ local network apps on Roku, Amazon Fire TV, and Android/Google TV
- Incorporated an AI-powered event-discovery tool into a custom America 250 sponsor-placement workflow that auto-populated local market event listings, contributing nearly \$2M in incremental revenue
- Piloted a third-party platform through A/B testing to evaluate added capabilities for editorial teams and a companion tool for sales and research teams
- Directed integration of dynamic scheduling APIs on entertainment-brand websites, keeping programming data in sync in real time across engineering and content teams
- Led cross-functional teams across engineering, design, brand, and operations to ship features using Agile, including enhanced video playback and content discovery

Product Manager, Digital Platforms

01/2018 - 05/2023

Eastern Kentucky University

Richmond, KY

- Official title: "Sr. Web Developer"; served as de facto Product Manager and subject matter expert for the university's digital platforms, covering design, backend, and functionality, with final approval authority for all web-related initiatives affecting 16,000+ students and prospective families
- Held final approval authority for web initiatives affecting 16,000+ students and prospective families, acting as the university's product manager for its digital platforms
- Led the migration from a legacy CMS to a new platform, enabling a self-service publishing workflow for departmental content teams and increasing prospective student conversion by 15%.
- Secured adoption of a university-wide Web Governance Policy across 50+ departmental stakeholders. The standards are still in use today
- Owned the web roadmap, prioritizing features against enrollment KPIs, user feedback, and stakeholder needs
- Led user research and content audits, including interviews and behavioral analytics, to find friction points. Redesigned content and navigation based on user behavior data, reducing bounce rates by 10%
- Grew the digital team from 1 to 8 FTEs by securing approval for new roles and a larger budget, then hiring and mentoring the team.

- Introduced Agile practices to the team

Web Developer

Eastern Kentucky University

08/2015 - 01/2018

Richmond, KY

- Maintained the university website (HTML, CSS, PHP, JavaScript, CMS) and implemented accessibility (WCAG 2.1), SEO, and content management improvements.
- Documented CMS workflows and trained staff across departments, enabling content teams to publish independently and reducing support requests by 40%.

Business Analyst

KY Administrative Office of the Courts

04/2015 - 08/2015

Frankfort, KY

- Translated user requirements into user stories and acceptance criteria for the development team

Computer Analyst (Webmaster)

City of Lexington (LFUCG)

10/2012 - 12/2014

Lexington, KY

- Built consensus on web direction across 70+ city departments. Trained department content writers government-wide on writing, accessibility, SEO, and branding

Application Analyst

Catholic Health Initiatives

04/2012 - 10/2012

Lexington, KY

- Trained physicians, nurses, and office staff on a new Allscripts Ambulatory EHR system, including workflow changes. Selected for the physician training team

Implementation Analyst

Appriss, Inc.

02/2010 - 04/2012

Louisville, KY

- Managed implementation of TDEX, a statewide law enforcement data-sharing platform for the Texas Department of Public Safety, integrating records from police departments, sheriff's offices, and jails
- Secured agency buy-in by visiting agencies across Texas, then owned each onboarding through data validation and QA
- The same data fed VINE, a victim notification system, so officers and victims knew when they were dealing with someone dangerous

VOLUNTEER LEADERSHIP

Digital Transformation Chair

Madison Central Band Boosters, Inc.

08/2024 - Present

Richmond, KY

- Overhauling the organization's technology stack to simplify processes, reduce costs, and maintain systems and data integrity amid frequent volunteer officer turnover
- Rebuilt the website and moved hosting to a lower-cost provider
- Replaced a third-party newsletter platform with a self-hosted email system on the organization's own domain
- Directed service fundraising initiatives that raised over \$70k

EDUCATION

Master of Science in Digital Marketing & Communications

Union College (KY)

08/2020 - 12/2022

Bachelor of Science in Computer Information Systems

Western Kentucky University

08/2008 - 12/2010

ADDITIONAL INFORMATION

Certifications In Progress: Google AI Professional Certificate, expected completion 2026

Personal Product Ops System: A personal product-ops system I built and use daily. It connects Airtable, my calendar, meeting transcripts, and email through natural-language commands, with a live status dashboard