Mitchell McDevitt

Digital Product Manager | Producer Cherry Hill, NJ (Open to relocation) | 856-701-8558 | mitchellTmcdevitt@gmail.com | www.linkedin.com/in/mitchell-mcdevitt-932686184

Professional Summary

Strategic Digital Product Manager with a background in UI/UX design-to-development workflows and content strategy. Expert at bridging the gap between client business goals and technical execution. Proven track record of managing complex design phases in Figma, mentoring creative teams, and translating client requirements into actionable development roadmaps for web builds, migrations, and SEO-driven content.

Work Experience

MAKDigital | Bordentown, NJ (Remote) | 09/2021 – 06/2026

Digital Product Manager | *01/2024 – 06/2026*

- **Design-to-Dev Pipeline Ownership:** Directed the end-to-end lifecycle of web projects, including new builds and platform migrations; acted as the primary checkpoint for validating technical requirements before development handoff.
- **UI/UX Prototyping:** Built wireframes and prototypes in Figma from client discovery sessions, giving the designer clear direction for high-fidelity designs and steering the creative design phase.
- **Technical Stakeholder Management:** Served as the strategic "shield" for the Lead Developer, managing the scope of complex feature integrations with clients and protecting the engineering team from scope creep and daily client interruptions.
- **Creative Team Leadership:** Managed and mentored a cross-functional team of copywriters and designers; developed a training framework for SEO copywriting and basic Figma design to improve team autonomy.
- **Performance Strategy:** Led keyword research and content planning for retainer clients, analyzed monthly performance data to iterate on strategy and improve conversion rates.
- **Client Advocacy:** Led kickoff meetings and ongoing design reviews, transforming abstract client "wants" into concrete project scopes and functional specifications.

Website Content Manager / Marketing Specialist | *09/2021 – 12/2023*

- Managed SEO-driven content calendars and social media strategy for a diverse client portfolio.
- Executed creative campaigns across platforms (Facebook, Instagram, LinkedIn), resulting in a 20% growth in follower bases for key accounts.
- Drafted compelling copy for case studies and blogs, contributing to a documented 15% boost in average website traffic.

Technical Proficiencies

- **Product & Design:** Figma (Prototyping/Wireframing), UI/UX Strategy, Adobe Photoshop, Product Roadmapping.
- **Platform & Dev:** WordPress, BigCommerce, HTML/CSS, Content Management Systems (CMS).
- **SEO & Analytics:** SEMrush, Google Search Console, Google Analytics 4, Surfer SEO, Keyword Planner.
- **Project Management:** ClickUp, Resource Allocation, Stakeholder Management, Requirement Gathering.
- **AI Tools:** Claude, Claude Code, ChatGPT (3+ years); AI-assisted development and documentation.

Education

Rutgers School of Business | Camden, NJ
Bachelor of Science in Marketing (Minor in Business Management) | Cum Laude Honors

Camden County College | Blackwood, NJ
Associate of Science in Business