

# ARISTA R. WITTY

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U.S. Citizen (No Visa Sponsorship Required) • Open to Relocation

## PROFESSIONAL SUMMARY

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Product Management leader (MBA, CS, AIPMM) with 20+ years architecting end-to-end digital experiences — from discovery and user roadmapping through cross-functional delivery, launch, and post-launch optimization. **Planned and shipped 60+ websites** as agency founder-operator — **self-funded and profitable 16 of 17 years**, with **15 clients retained 5+ years** including Washington State University. Currently lead analytics product strategy for **Microsoft News** across 3 global domains, 235 markets, and 105 languages (2.8M monthly users, 7.2M monthly page views), driving **40–50% lifts in Search-sourced page views** through AI-informed content optimization. Expert client strategist translating Generative AI, Copilot, and agentic workflows into shipped product features alongside engineers, editors, and executives.

## EXPERIENCE

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**PROWESS CONSULTING** – *permanent assignment at Microsoft*

Seattle, Washington USA

**Product Lead, Analytics at Microsoft**

August 2022 – present

*Permanent assignment embedded within Microsoft News as a senior analytics and digital strategy advisor, operating at Director scope across global platform teams.*

- **Strategy & Roadmap Leadership:** Architected analytics product strategy across **3 global Microsoft News domains** (2.8M monthly users, 7.2M page views, 121K pages, 105 languages, 55 markets) by serving as data SME to an 8-person engineering team, 6 content producers, 8 managing editors, and Microsoft Brand Social — translating cross-functional KPIs into platform roadmap priorities.
- **AEO/GEO Content Optimization:** Lifted Search-sourced page views **40–50% on optimized stories** by partnering cross-departmentally to design and deliver Answer-Engine and Generative-Engine Optimization training for global storytellers and managing editors.
- **Self-Serve Benchmarking Dashboard:** Eliminated roughly **4 hours per week of analyst-bottleneck reporting** by launching the editorial team's first self-serve Power BI benchmarking dashboard built on 36 months of historical data — onboarding 40 editors with 15 active weekly users and giving the org its first standardized performance baselines.
- **Analytics Platform Expansion:** Strengthened measurement coverage and downtime resilience by launching **Google Analytics 4** as a second telemetry platform alongside Adobe Analytics — unlocking unique engagement metrics and maintaining reporting continuity during primary-tool outages.
- **Agentic AI Product Design (in flight):** Designing and prototyping the **“Sentinel Project”** — an autonomous Lead Analyst AI agent — using LangGraph and GPT in a sandboxed environment, with a phased migration plan into **Microsoft Copilot Studio** grounded on Microsoft Fabric / OneLake data via RAG, deploying through Microsoft Teams to automate 24/7 anomaly detection and prescriptive content recommendations.

**WEB RADISH** – *Digital Product Agency*

Arden, NC USA

**Director of Product Management, Founder**

June 2008 – May 2025

*Founded and scaled a digital product agency, owning full product lifecycle, P&L, and delivery across 100+ client engagements over 17 years.*

- **P&L & Pricing Strategy:** Sustained agency profitability through **16 of 17 operating years** by owning full P&L, modeling pricing across **100+ client engagements**, and managing high-level platform and vendor partnerships across diverse media-buying models for Paid Search, Social, and Hyperlocal products.
- **End-to-End Product Lifecycle:** Planned and shipped **60+ client websites from proposal to go-live** — including **Swanson Realty (Texas)**, **Sunlux (TX/CA solar)**, **Altai Skis (global ski brand featured at major retailers)**, and **Alaska World Affairs Council** — through strategic vision, cross-functional leadership, UX/UI design, and agile execution on WordPress, Apache/WHM, and integrated analytics stacks.
- **Performance & Growth:** Increased average daily page views **55% over 6 months for Swanson Realty** by overhauling information architecture, on-page SEO, and content publishing cadence; optimized Paid Search, Social, and Hyperlocal media spend across the agency's portfolio using sustained A/B testing programs.
- **Sustained Brand Relationship:** Maintained a **6-year client relationship with Washington State University** by designing event posters and educational flyers and writing curated public-outreach content for ongoing campus communications and community programs.

**EDUCATIONAL THEATRE ASSOCIATION** – *International Nonprofit*  
**Technical Product Manager, Web Platforms**

Cincinnati, Ohio USA  
January 2021 – August 2022

*Led digital product strategy and platform modernization for an international nonprofit, owning full digital experience from CRM integration to UX redesign.*

- **SaaS Replatform & Integration:** Replatformed the digital ecosystem serving **135K+ active thespian members and hundreds of chapters across the US, Canada, and China** by migrating to WordPress (schooltheatre.org) integrated with **Salesforce CRM, Pardot marketing automation**, and 4 additional event/training/community platforms — unifying user journeys visually and mechanically across the member experience.
- **Cross-Functional Roadmap Ownership:** Kept the migration **in scope, on budget, and on time** by aligning Marketing, IT, and Finance on a single roadmap and authoring ops documentation, GTM launch plans, and technical specifications.
- **Secure API Integrations:** Protected donor-facing transaction flows by managing CRM and payment-gateway API integrations in a regulated nonprofit environment.

**UNIVERSITY OF ALASKA FOUNDATION** – *Higher Education Development*  
**Senior Data Analyst and Web Product Manager**

Anchorage, AK USA  
August 2010 – January 2015

*Directed enterprise data product strategy and BI best practices, managing a team of analysts and the Foundation's primary web products.*

- **Team & Governance Leadership:** Reduced reporting delivery times **30%** by mentoring a team of 3 analysts and establishing the Foundation's first formal data governance standards across a stack spanning **Banner (university constituent data), Raiser's Edge (Blackbaud), Crystal Reports, Tableau, and Excel.**
- **Donor Engagement Lift:** Increased post-report donations **25%** by designing and launching data-driven digital campaigns and web reporting frameworks tied to constituent-segmentation analytics.

**STONE SOUP** – *Rural Business Development Nonprofit*  
**Technical Director**

Republic, WA USA  
August 2005 – August 2010

*Early-career leadership role directing digital strategy and operations for a rural business development nonprofit.*

- **Audience & Paid Media Growth:** Grew the subscriber list from **<100 to 20,000+** and managed a **\$10K/month Google Ads campaign** (which I wrote the grant to fund) by building a coded HTML email program and SEO-driven strategy.
- **People & Community Training:** Supervised 5 staff and interns and trained **150+ community members** in marketing, SEO, and digital tools.

## EDUCATION

**Darla Moore School of Business, University of South Carolina** — Columbia, SC • International MBA (IMBA)  
Finance Focus • GPA 3.87 / 4.0

*Certificate:* Artificial Intelligence in Business.

**Oregon State University** — B.S., Liberal Studies, Summa cum laude, GPA 3.85 / 4.0 • **Baker College** — A.A.S., Computer Science, Cum laude, GPA 3.52 / 4.0

## AREAS OF EXPERTISE

Product Strategy & Vision • Product Management (AIPMM) • AI/Generative AI Workflows • UX/UI • User Roadmapping • Cross-Functional Leadership • SEO, CRO & A/B Testing • P&L and ROI Ownership • Data Analytics & BI • Client & Stakeholder Strategy • Project Management (CAPM) • Technical Training & Education • Translating Complexity

## TECHNICAL PROFICIENCIES

**AI:** Generative AI, Microsoft Copilot, Copilot Studio, Microsoft Fabric / OneLake, RAG, LangGraph, ChatGPT, Claude, Claude Code, Codex, LLMs

**Data & Analytics:** Adobe Analytics, Google Analytics 4, Google Tag Manager, Google Search Console, Looker, Power BI, Tableau, Snowflake, Crystal Reports, Raiser's Edge (Blackbaud), Banner

**Product, Collaboration & Engineering:** Scrum, Lean Startup, Agile, User Stories, Journey Mapping, Salesforce, Pardot, Slack, WordPress, QA/UAT, A/B Testing, CAPM, SQL, DAX, M, Python, R, HTML5, CSS3, JavaScript, PHP, REST APIs, Apache, WHM, SSL

## CERTIFICATIONS & ADDITIONAL

AIPMM Product Manager (2026) • Scrum.org Scrum Master I (2026) • Google AI Professional (2026) • Snowflake Data Warehousing (2026) • Google Analytics 4 (2024) • PMI CAPM (2023) • **Languages:** English (Native) • **Volunteer:** Appalachian Wildlife Refuge • **Activities:** Trail Sisters running club, Gardening