

ARISTA RIANNON WITTY

aristawitty@sc.edu | Online CV: <https://arista.mba> | Mobile: +1 (360) 791-9700 | LinkedIn: <https://linkedin.com/in/arista-witty/>
U.S. Citizen (No Visa Sponsorship Required), Open to Relocation

PROFESSIONAL SUMMARY

I'm a collaborative web product management leader (MBA) with 20 years of experience shaping high-impact digital experiences and B2B/B2C web platforms. Former agency founder with deep analytics, accessibility and SEO expertise, I have led engineering and marketing teams as well as worked alongside them to improve conversion, engagement and revenue across complex digital environments. I have a proven track record of managing product teams, global cross-functional leadership, optimizing UX and user journeys, and owning P&L and client satisfaction to drive platform success across multiple industries.

EXPERTISE

- Web Experience Strategy Veteran
- Product Management (AIPMM)
- Project Management (CAPM)
- Accessibility of Digital Platforms
- Conversion Rate Optimization (CRO)
- Search Engine Optimization (SEO)
- Team Mentorship Expert
- Stakeholder Alignment
- Integrated Marketing Partnerships

TECHNICAL PROFICIENCIES

AI: Generative AI, Machine Learning (ML) Models, Copilot, ChatGPT, LLMs, Codex, Claude Code
Languages: SQL, DAX, M Language, HTML5, CSS3, PHP, JavaScript, R, Python
Product Strategy: Product Manager (AIPMM), Scrum, Lean Startup, Product Lifecycle, User Stories, Journey Mapping
Web Dev: WordPress, Project Management (CAPM), QA/UAT, A/B Testing, APIs, WHM Server, Apache, SSL
Data Analytics: Google Analytics, Adobe Analytics, Google Tag Manager, GSC, Looker, PowerBI, Clarity, Meltwater

EXPERIENCE

PROWESS CONSULTING – *permanent assignment* 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.

- **Strategic Roadmaps:** Define the digital platform vision for 100K+ global web assets, translating complex market trends into actionable mid-term roadmaps and near-term priorities.
- **Cross-Functional Collaboration:** Partner directly with web engineering, design, and integrated marketing teams to drive cohesive, high-impact enhancements to the digital experience.
- **Analytics & Optimization:** Used Power BI, SQL, and web analytics to identify optimization opportunities that improved operational efficiency and product activation by 60%.
- **Visibility & Communication:** Ensure roadmap visibility and prioritization clarity by presenting product health dashboards and strategic updates to senior executive stakeholders.

WEB RADISH – *Digital Product Agency* Arden, NC USA
Director of Product Management, Founder June 2008 – May 2025
Founded and scaled a web development and analytics agency, owning product management, full P&L, client relationships, and delivery across 100+ client engagements over 17 years.

- **Team Management & Mentorship:** Led a cross-functional team of digital producers and developers through sprint planning, execution, and coaching, with responsibility for delivery and team development across client work.
- **Web Experience Ownership:** Directed product lifecycle, accessibility standards, and delivery across 100+ client web properties, aligning strategy, execution, and client outcomes to achieve 98% client retention.
- **Experimentation & Conversion Funnels:** Supported continuous optimization efforts using A/B testing methodologies and analytics platforms (GA4, Adobe Analytics) to enhance user journeys and marketing-driven web initiatives.
- **Customer-First Mindset:** Synthesized qualitative UX feedback and quantitative data to generate \$175K+ in incremental revenue through data-driven improvements to pricing models and digital architecture.

EDUCATIONAL THEATRE ASSOCIATION – *International Nonprofit* Cincinnati, Ohio USA
Technical Product Manager, Web Platforms January 2021 – August 2022
Led digital product strategy and platform modernization for an international nonprofit, owning the full digital experience from CRM integration to UX redesign, working in budget and scope.

- **SaaS & CMS Migrations:** Led a SaaS platform migration across Marketing, IT, and Finance, coordinating stakeholders to keep the web experience aligned with business objectives.
- **Technical Integration:** Managed strategic API integrations for CRMs (Salesforce) and online payment gateways, ensuring scalable web architecture and secure system performance.
- **UX & Journey Improvements:** Optimized the digital onboarding workflow, utilizing UX principles and data-driven insights to reduce complexity and improve user navigation speed by 50%.

UNIVERSITY OF ALASKA FOUNDATION – *Higher Education Development*

Anchorage, AK USA

Senior Data Analyst and Web Product Manager

August 2010 – January 2015

Directed enterprise data product strategy and BI best practices, managing a team of analysts to establish the organization's foundational data governance standards while optimizing the Foundation's primary web products.

- **Team Leadership:** Mentored a team of 3 analysts, established data governance best practices, and reduced reporting delivery times by 30%.
- **Digital Transformation:** Designed and launched data-driven digital campaigns and web reporting frameworks, contributing to a 25% increase in post-report donations.

STONE SOUP – *business development nonprofit*

Republic, WA USA

Technical Director

August 2005 – August 2010

Early-career leadership role directing digital strategy, compiling business data for grant writing, community training, and organizational operations for a rural business development nonprofit.

- **People & Organizational Leadership:** Supervised and developed 5 staff members and interns and directed community training programs for 150+ members in marketing, SEO, and digital tools.
- **Digital Marketing Leadership:** Wrote the grant for and managed a \$10,000/month Google Ads & Analytics campaign from inception — an early demonstration of data-driven digital strategy and budget ownership.
- **Audience Growth:** Built and managed a coded HTML email program that grew the organization's subscriber list from fewer than 100 to 20,000+ — establishing digital engagement infrastructure from the ground up.

EDUCATION

DARLA MOORE SCHOOL OF BUSINESS, University of South Carolina

Columbia, SC USA

International Master of Business Administration (IMBA), GPA 4.0 / 4.0

Focus: Finance

Certificates: Artificial Intelligence in Business

Academic Curriculum: Advanced Quantitative Methods in Business, Global Corporate Valuation, Intelligent Information Systems Design for Business, Financial Accounting, Global Strategic Management, Machine Learning and AI, Supply Chain Management.

OREGON STATE UNIVERSITY

Corvallis, Oregon USA

Bachelor of Science, *Summa cum laude*, Major: Liberal Studies. GPA 3.85 / 4.0

BAKER COLLEGE

Flint, Michigan, USA

Associate of Applied Science, *Cum laude*, Major: Computer Science. GPA 3.52 / 4.0

CERTIFICATIONS

Product Manager	<i>AIPMM, 2026</i>
Scrum Master I	<i>Scrum.org, 2026</i>
Google AI Professional	<i>Google, 2026</i>
Snowflake Data Warehousing	<i>Snowflake, 2026</i>
Master Google Analytics 4	<i>Google, 2024</i>
Certified Associate of Project Management	<i>Project Management Institute, 2023</i>

LANGUAGES	ENGLISH: Native
ACTIVITIES	Trail Sisters running club, Gardening
VOLUNTEER	Appalachian Wildlife Refuge
CITIZENSHIP	United States of America