

Mike Rastiello

(201) 874-7753 | Austin, TX | mike@rastiello.com | [linkedin.com/in/mikerastiello](https://www.linkedin.com/in/mikerastiello)

Innovative Product Manager and trusted advisor with expertise in partnering with senior and C-level stakeholders to solve complex marketing problems by building, launching, optimizing, and managing products that are valuable, innovative, and that successfully align with strategic goals and company vision.

Professional Experience

H-E-B

Staff Business Systems Analyst

April 2022– Present

Responsibilities:

- Serve as Product Owner for various internal services and applications, working with business and retail stakeholders to build cutting edge tools for retail partners to bring exceptional experiences to our customers
- Serve as Scrum Master for development teams, responsible for running traditional Scrum ceremonies, and tracking project progress

Hathway

Senior Product Manager

Nov 2021 – April 2022

Responsibilities:

- Transition iOS, Android, and web application Product Management duties from launch team to growth team
- Creating the scrum process, release cadence, scheduling, and client communication processes
- Scope and prioritization for client roadmap and backlog projects into sprints and releases

Rackspace

Product Manager, [Rackspace.com](https://www.rackspace.com)

Ecommerce Manager

Jan 2017 – Oct 2021

Nov 2015 – Jan 2017

Accomplishments

- Launched and implemented new site architecture for [Rackspace.com](https://www.rackspace.com) resulting in:
 - Increased pages viewed per session for users (2.8x)
 - Increased site submissions by 6% month over month
 - Increased file downloads by 27% month over month

- Designed and implemented a content resource center for self-service customers supporting 8,000 organic visitors/month with an average view rate of 4.5 assets a session increasing return customers/clients per month
- Key researcher, contributor, and stakeholder in corporate website rebrand and refresh project
 - Key contributor, collaborating with internal and external stakeholders on website redesign, applying usability testing, market research, and analytics to ensure a flawless implementation of project execution of Rackspace's global website re-launch
 - Successfully collaborated with agency, content writers, designers, engineers, and C-Suite to align with business strategies in defining product vision, and creating winning innovative solutions for new audience
 - Completely overhauled the entire backend and frontend of our corporate website in under three months launching 10 new template designs and 130+ new pages with refreshed brand and go-to-market messaging
 - Designed updated admin user experience for multiple templates to reduce production and launch time from hours to minutes
- Following multiple mergers and acquisitions, planned, and executed website content rationalization and migration of the acquired companies marketing presence into the global Rackspace platform

Responsibilities

- Manage all Rackspace marketing platforms including the corporate website, blogs, several high-level marketing microsites, and technical integrations which see an average of 1.7 million monthly visitors
- Identify and calculate well-defined project roadmaps to ensure that customer journeys meet and exceed requirements expectations
- Manage the development of multiple projects from cradle to grave (development, engineering, product, design, testing and implementation) utilizing Agile Project Management Methodologies.
- Streamline site building and front-end user experiences with continuous and ongoing development of cost saving CMS templates and software documentation that increased global website KPIs.
- Lead business initiatives for website experience and user flow to increase and promote brand awareness of core global products and from strategic partners
- Measure and analyze KPIs, UX research, user surveys, and feedback from C-Level stakeholders to continuously iterate and develop a robust customer-centric website to support business outcomes.
- Lead initiative to centralize marketing microsites under one global platform and create guidelines that adhered to company brand, standards and legal parameters resulting in increased day-to-day efficiencies.

LyntonWeb

Manager, Projects & Support

Feb 2010 – Nov 2015

Project Management | Product Management: Managed a portfolio of corporate clients to support and deliver content creating, development, optimization of website and utilized marketing strategies to increase website traffic. Successfully gathered customer requirements, developed marketing plans and implemented strategic marketing roadmaps to support websites, web apps, API integrations and tools. Coordinated and

managed product life cycles for multiple organizations to include development, migration, and adoption of websites from legacy platforms using modern CMS platforms such as HubSpot and WordPress.

Accomplishments:

- Successfully developed client facing and internal support documentation and training videos based on needs assessment
- Provided key solutions for 5-10 clients on a monthly basis

The Planet (Acquired by IBM)

Videographer/Graphic Designer

Project basis (2007 – 2010)

- Supported a diverse range of functional areas including internal communications, public relations and corporate communications.
 - Partnered with multiple departments and developed production material, developed story concepts, edited and collaborating with multi-media team to ensure completion within designated timeline.
 - Created internal training videos and captured testimonials for website and campaigns.
 - Responsible for graphic production work of banner ads and graphics to be used for email/marketing and digital paid media to drive and increase online traffic.
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Education

Quinnipiac University
B.A.: Mass Communications
Minor: Interactive Digital Design

Certifications

- Certified Scrum Product Owner
- Project Management Fundamentals I/II
- Acquia Certified Drupal Site Builder
- Google Analytics Certified
- Inbound Marketing Certified Professional