



Chantale Streeting

Skilled multipotentialite with a great work ethic. Advanced diploma in computer science with 15+ years of experience in product ownership, management, technical writing, web development, quality assurance, marketing, communications, sales, and graphic design.

CONTACT

 cstreeting@gmail.com

 [chantalestreeting](https://www.linkedin.com/in/chantalestreeting)

EDUCATION

ADVANCED DIPLOMA IN COMPUTING SCIENCE - COMPUTER ENGINEERING TECHNOLOGY

Algonquin College | Ottawa ON
2010 - 2013

EXPERTISE

100% - Asana, Trello, Jira, Slack

100% - Zoom, Meetup, HopIn

100% - G Suite, Canva

100% - Wordpress, Squarespace

90% - Excel/Sheets (macros)

90% - Adobe Creative Suite

90% - MailChimp

90% - Zoho, Pipedrive

80% - Hubspot

75% - ConvertKit

60% - Facebook Ads

50% - Google Analytics

STRENGTHS

- Adaptability
- Strategic
- Ideation
- Input
- Activator

EXPERIENCE

PRODUCT MANAGER *Locketgo* | April 2020 - present

I have contributed to help successfully pivot the company's entire business model through 1) understanding market needs (through data and customer interviews), 2) mocking up new UIs, 3) writing specs for development, and 4) testing revamped technology, while being a traffic controller for the product backlog. I wrote test plans, technical documentation, sales materials, managed client accounts, and created a customer success workflow for the company. Specifically, my role had me:

- Represent the customer (be a proxy) within the development process, to help shape product strategy and roadmap
- Lead the process of delivering functional specifications (business logic, workflows, notifications, UX and UI, error handling, etc.) to the development team
- Support the development team with any questions they may have with respect to functionalities and customer facing things
- Convert customer needs and pains into detailed requirements
- Create feature requests from internal and external stakeholders and for later prioritization
- Be aware of our product's limitations and upcoming fixes
- Organize and prioritize the backlog, jointly
- Develop test cases and UAT requirements
- Plan and carry out product launches: coordinate the New Product Introduction (NPI) process with both external and internal stakeholders
- Perform product demos to customers
- Imagine and implement product-based tactics to increase usability of our technology, and platform adoption, by all types of users
- Defining and tracking success metrics
- Develop technical sales documentation

PRODUCT MARKETING MANAGER *Locketgo* | February - April 2020

In my first few months with this organization, my biggest accomplishments included upgrading its branding (logo, and general look and feel), as well as its website/landing page. Other duties included:

- Build the vision and position the product and services
- Conduct competitor analysis, market research, and communicate strategic positioning
- Develop customer and investor presentations
- Outline the marketing programs required for demand generation, etc.
- Understand product specifications & user psychology, creating personas through user research
- Communicate product changes to customers
- Evaluate and action feature requests
- Conduct concept and usability testing, gather data and analyze
- Shape user experience surrounding both digital and physical products
- Work with the technical team to build and improve products

EDUCATION MANAGER *Lighthouse Labs* | July 2019 - February 2020

I had the privilege of exercising my natural leadership abilities and empathy to help people transition into a second career. I helped students break through personal barriers in order to work through the rigorous curriculum daily. My tasks included:

- Tracking and reporting on student progress
- Providing support to students through 1-on-1 coaching
- Engaging students through community building initiatives
- Coordinating, organizing, and supporting local and remote teaching staff
- Working with the Ed team and Program Managers to operate & improve programs
- Creating weekly teaching schedules, maintaining education delivery budget
- Collecting and acting on student and teacher feedback
- Internal recruitment, onboarding, and training of new teaching staff
- Executing various administrative tasks for program management and operations



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LANGUAGES

- English (spoken & written)
- French (spoken & written)

SKILLS

- Entrepreneur
- Problem-solver
- Excellent communicator
- Autodidact
- Integrity
- Curiosity

AWARDS

Startup Weekend Women
Montreal, Hacking for
Humanity | 2014

2nd Place for project NoSpo
(food sharing app)

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EXPERIENCE (continued)

CONSULTANT *That Consulting Agency (self-employed) | 2007 - present*

Independent contract work has motivated me to keep my skill set up to date in order to better serve my clients. Here is some of the type of work I have accomplished in the last years:

- Investor pitch deck and business plan design
- UX & UI design, marketing materials design, website and graphic design
- Small business and startup branding + digital marketing strategy (with proven results and returning customers)

INDEPENDENT CONTRACTOR *TG Consulting | October 2018 - February 2020*

- Preparation of business plans and investor presentations in the tech & startup space
- Preparation of product requirements, product research, and product management
- Participation in marketing and sales strategy discussions

SALES ENGINEER *The Hotel Communication Network (HCN) | April 2017 - September 2017*

- Travel to the USA for product demos to hotel executives for an in-room Android tablet app
- Working with the VP Sales to build and execute on a long sales cycle
- Customer pains discovery, translating them into business requirements
- Working in synergy with the Product Management and Development team
- Managing some aspects of RFP and RFI
- Collecting and documenting competitive & market intelligence
- Helping manage and coordinate on-site hardware deployments

DIRECTOR, CREATIVE & CONTENT *HCN | May 2014 - May 2017*

- Ad creation, photo editing, copy-writing, and in-room dining app development

COMMUNICATIONS & OPERATIONS *Founder Fuel | April 2016 - May 2016*

- Voice of the Spring 2016 cohort (including communication of events internally and externally)
- Social media management with automation
- Event planning (organization, procurement, technical, permits, branding, etc.)

LOCALIZATION PRODUCER *Magmic | January 2014 - April 2015*

- Middle-person for translation requests between the company and external translators & QA/QC

DEVELOPER *Magmic | September 2013 - December 2013*

- Development of a localization tool to manage in-game copy (Java, JavaScript, jQuery, etc.)

QUALITY ASSURANCE ANALYST *Magmic | May 2013 - September 2013*

- Testing, QA, QC, and issue logging for mobile games (iPhone, Android, Blackberry, etc.)

TECHNICAL WRITER *Trimara Corporation | May 2013 - April 2015*

- Use-case development + process flow & technical writing for OSCAR EMR

BUSINESS APPLICATION SUPPORT OFFICER *House of Commons, Government of Canada | September 2011 - April 2013*

- 2nd level deskside support for PRISM & product optimization

PUBLISHING AND QUALITY ASSURANCE OFFICER *House of Commons, Government of Canada | September 2010 - August 2011*

- QA/QC of parliamentary documents (Committees & Hansard) in PRISM