

MARK ZABALA

Professional Scrum Master (PSM), Professional Scrum Product Owner (PSPO)

+1 818 938 7034
contact@markzabala.com
markzabala.com
Austin, TX

Summary

*Managed cross-functional teams for 9 years in the creation of digital products for a major record label.
Prior experience as a web developer, graphic designer, and journalist.*

Work History

Mark Zabala Consulting

2017 – Current

- Led an internationally distributed team in developing desktop, mobile, and web-based software in support of a peer-to-peer payments system resulting in a market capitalization increase of over 4000%.
- Produced a customer service portal, knowledge base, and landing pages for a SaaS trading platform.

Director of Development, Interactive Marketing

2013 – 2017

Warner Bros. Records

- Oversaw creation of products for over 100 recording artists and 7 record labels averaging 20+ sites, 50+ landing pages, 10+ stores, 35+ social network suites, 10+ apps, and 200+ banner suites per year.
- Managed and aided cross-functional teams (design, development, UX, QA) to ensure deliverables exceeded KPIs of 30+ stakeholders from marketing, sales, publicity, and touring departments.
- Pitched and executed features utilizing blockchain, VR, and external APIs leading to increased engagement.
- Led transition from Waterfall-based processes to Agile methodologies managed with JIRA and Slack.
- Reduced production time up to 50% by automating processes and improving team collaboration.
- Assisted in migrating site platform from Rackspace to hosting and maintaining on Acquia Cloud.

Project Manager

2008 – 2013

Warner Bros. Records

- Interviewed stakeholders to transform goals into spec documents, wireframes, budgets, and timelines.
- Recruited and supervised 16 external creative and technical teams across multiple countries.
- Created custom online project management system, wrote documentation, and trained staff on usage.
- Prioritized backlog, removed impediments, and managed risk and resources on 40+ concurrent projects.
- Continually improved best practices as determined by A/B testing and evolving industry standards.
- Drove adoption of G Suite and Dropbox to increase efficiency through real-time collaboration.
- Provided creative direction to designers to ensure products were on brand and followed UX guidelines.

Senior Developer

2007 – 2008

TLR New Media

- Created and tested search optimized e-commerce sites with Drupal CMS and Magento on LAMP stack.
- Optimized load times 75% with caching, compression techniques, CSS sprites, and cloud hosting.
- Researched and integrated modules and plugins to add new interactive functions to client sites.

Founder and CEO

2006 – 2007

AYM Network

- Drafted project proposals, estimates, roadmaps, and release plans based on client requirements.
- Applied analytics-driven marketing strategies to increase site traffic and conversions.
- Acquired customers through networking, strong referrals, and lead generation techniques.
- Consulted with non-technical clients regarding site content, design, and information architecture.

Designer and Web Developer

2005 – 2006

Bent Concepts

- Converted Photoshop designs into template code and created stores and communities for businesses.
- Managed hosting and domain services including administration of cPanel, WHM, and phpMyAdmin.
- Enhanced sites with animations, sound, and additional interactivity using Flash and Actionscript.

Designer

2001 – 2004

UCSD Guardian

- Designed page layouts in Adobe InDesign and created graphics to visualize data in news stories.

Journalist, Design Editor, Web Master, and Managing Editor

1999 – 2001

El Vaquero Newspaper

- Wrote investigative news articles for a bi-weekly newspaper serving over 25,000 students.
- Increased advertising revenue by leading re-branding initiative and monetizing web publishing platform.
- Edited articles for a 12-person staff, acted as main layout designer, and trained staff on QuarkXpress.

Certifications & Professional Development

Professional Scrum Product Owner (PSPO)

Certified by [Scrum.org](https://www.scrum.org) – 2019

Professional Scrum Master (PSM)

Certified by [Scrum.org](https://www.scrum.org) – 2019

Fundamentals of Digital Marketing

Certified by [Google](https://www.google.com) – 2019

Google Analytics Individual Qualification (GAIQ)

Certified by [Google](https://www.google.com) – 2019

VR Development with Unity

Class by [UploadEDU](https://www.uploadedu.com) – 2018

Education

University of California, San Diego

2001 – 2004

Bachelor of Arts in Interdisciplinary Computing and the Arts

Glendale Community College

1998 – 2001

Scholar's program – Dean's List with Honors

Skills & Qualifications

Technical

Responsive design, Adobe Creative Suite, G Suite, Google Analytics, Omniture, Jira, Basecamp, Drupal, Wordpress, SQL, Excel, Git, Cpanel, WHM, Linux, Apache, MySQL, PHP, Slack, HTML5, CSS3, SEO, A/B testing, and domain registrar management.

Business

Agile, Lean, stakeholder management, persuasion, business process improvement, risk management, resource allocation, project planning, budgeting, scheduling, root cause analysis, trade-off analysis, public speaking, design thinking, and decision making.