

William Hawke Fagan

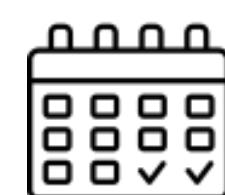
Strategic Manager and Innovator

Extensive experience in bridging the gap between clients and technical teams. Fosters strong connections and leads diverse teams to deliver high-impact projects on time and within budget, ensuring that client needs are met with cutting-edge solutions. Quickly masters new technologies and translates complex technical concepts into clear, actionable insights for clients. Passionate about contributing to an organization that values innovation and client success.



Experience

Sunlight Media LLC

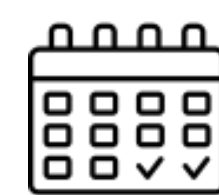


3/2023 - Present

Project Manager

- Directing our design and development teams in creating custom websites and apps; aligning results with clients' objectives while mitigating scope creep to ensure timely delivery.
- Prioritizing client satisfaction through proactive communication and transforming feedback into actionable items for development that enhance final products.
- Simultaneously leading a wide variety of projects to meet unique goals such as search engine optimization, brand consistency, WCAG & ADA accessibility compliance, trust building, mobile responsiveness, and conversions.

Robotic Materials Inc. DBA Optio

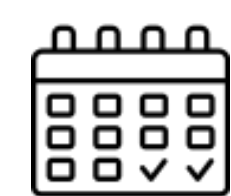


6/2019 - 3/2022

Product Manager

- Developed Go-To-Market strategy, migrated product to SaaS, and identified initial customer niche. Secured early adopters; deployed prototypes and managed their accounts to ensure success.
- Strategically directed product development from a deep understanding of customer needs through research, data, and direct engagement.
- Led the 6 person software team through prioritizing, organizing, and launching new features tactically in an agile environment. Bridged between a technical team and low-tech clients.
- Created unique brand positioning to differentiate from incumbent competitors. Utilized automation and managed external lead generation teams to build a sales funnel bringing in 10x active leads.

Other Employment

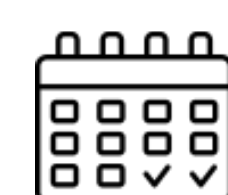


2013 - 2020

Bartender Student Government Accountant Bookkeeper River Guide
Laundromat Manager Point of Sales IT Sandwich Artist

Education

University of Colorado, Boulder



2015 - 2019

B.S. in Business Administration

Emphasis on operations management, strategy, and entrepreneurship

Project Management Institute



In Progress

Project Management Professional (PMP Certificate)

Currently studying for the exam

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Denver, Colorado

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linkedin.com/in/willfagan

Skills

Software

Hubspot Zapier Asana AirTable Jira
Python Excel Microsoft Office Figma

Strategic

Product & Project Management
B2B Sales & Marketing
Building & Owning Sales Funnels
Agile Team Management
Workflow Automation
Website Development
Social Media Management

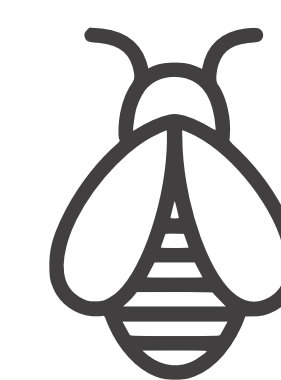
Activities



Solo World Travel
17 countries



5/2022 - 11/2022



CU Boulder Bee Club
President, Founder



2017 - 2019



Boulder, Co



Air Force ROTC
Flight Technician



2015 - 2017



Boulder, Co



Pi Kappa Alpha Fraternity
President, Founding Father



2016 - 2019



Boulder, Co



Boy Scouts of America
Eagle Scout



2007 - 2015



Los Angeles, Ca