

Jesse Daniels

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Business-minded problem solver turned Digital Product Owner & Web Developer, with years of experience owning and operating successful businesses in the photography industry. My hands-on background in sales and client relations is now the foundation I use to create and spread technology that is both intuitive and impactful. Driven by a people first mindset and a commitment to ongoing learning, I work to solve real-world challenges and deliver measurable, bottom-line results.

Skills

Product & Project Management

- Product Ownership & Roadmapping
- Agile Methodology
- Atlassian (Jira, Confluence)
- Stakeholder Presentations & Reporting
- Cross-Functional Leadership: Proven ability to build strong relationships with and align engineering, design, and marketing teams to drive projects from concept to launch

Technical Development & Design

- Front-End Web Development: HTML, CSS
- Web Accessibility (a11y) Best Practices & WCAG Compliance
- UX/UI Design Principles & Execution
- Graphic & Multimedia Design with Adobe Creative Suite
- Content Management Systems: WordPress, Moodle, Sharepoint

Business & Client Relations

- Full-Cycle Sales & Client Acquisition | Client-Focused Strategy
- Exceptional verbal and written skills; adept at delivering compelling presentations and building trust as a strategic partner
- Experience in translating complex business needs into clear technical requirements and user stories

Work History

Kentucky Education Television (KET)

2021-Present

Digital Product Manager & Web Developer II

- Lead the creation of Web Tools, KET's intranet platform, from naming, design, to development, collaborating with production, education, graphics, and marketing teams to deliver tools that streamline workflows
- Drive full product life cycles from concept through launch ensuring alignment with organizational goals
- Develop and maintain custom WordPress, Moodle, & other content management systems
- Spearheaded the redesign and launch of KET.org as well as the e-commerce platform Shop.KET.org
- Chosen as co-lead for the Marketing & Web Development task force to improve cross-team collaboration
- Initiated and implemented "Scholar Week" sprint rotations to foster ongoing team learning and innovation

Jesse Daniels Photography LLC

2008-2021

Business Owner & Manager

- Founded and scaled a full-service production studio, overseeing sales, client relations, and project execution

- Hired, trained, and managed a team of 14 employees while personally directing over 1,000 events
- Built a reputation for exceptional client relationships, strategic planning, and creative problem-solving, resulting in sustained business growth for over a decade

Education

Code Louisville | Louisville, KY Full-Stack Development Certificate

Completed an intensive 15-month programming bootcamp with focused certificates in Front-End Web Development (HTML, CSS, JavaScript), C#, and JavaScript.

University of Evansville Bachelor of Arts in Philosophy

Cultivated a strong foundation in critical thinking, ethical reasoning, and logical analysis. Emphasis in Technologies, Art, and Business, aligning coursework with early professional interests.