PHILIP TIMOTHE

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EXPERIENCE

WhiteCoatLab Inc.   Jan 2023 – Present
Product|Content Lead

- Defined the product vision, OKRs, and quarterly roadmap for whitecoatlab.co, shaping the site into a combined product and content platform that drives client discovery, lead conversion, and repeat business.
- Led competitive analysis and customer interviews to identify personas and jobs to be done, then translated insights into content themes, UX flows, and mobile-first information architecture that guide visitors from narrative to action.
- Wrote PRDs, creative briefs, and PRFAQ documents for the MVP and future releases. Connected product features with story-driven content requirements to ensure both sides supported the brand experience.
- Shipped the platform in React with CI and CD through GitHub Actions and integrated Cloudflare for fast, reliable media delivery. Implemented SEO and performance improvements that increased engagement with films, photo sets, and long form case studies.
- Productized services into clear packages supported by content assets including visual guides, pre-production frameworks, and case studies. Rolled out a go-to-market plan across the site, email, and social channels that increased qualified inquiries.
- Directed end-to-end creative delivery for clients such as Glowbar and Darby Construction Services, coordinating management, design, social, and post-production teams. Built review gates and alignment checkpoints that shortened revisions while improving narrative clarity.
- Built a reusable library of case studies, behind-the-scenes materials, and film assets to support sales conversations and streamline scoping. Created a consistent storytelling format that highlights client outcomes and the creative process.
- Achieved 10 percent year-over-year revenue growth and strengthened repeat client relationships through clearer product offerings, high-quality content, and more predictable delivery.

Splash   Nov 2021 – Feb 2022
Software Engineer | Apprentice

- Partnered with product and engineering in Agile sprints to deliver user-facing features, translating requirements into implementation tasks and validating against acceptance criteria.
- Built and refined interactive React components that improved UI responsiveness and supported iterative releases.
- Strengthened team execution by tightening onboarding and deployment docs, reducing ramp time for new engineers by 10 percent and improving knowledge sharing.
- Contributed to code reviews and QA cycles to raise maintainability and quality at release.

Gerber Group Hospitality   May 2016 – Oct 2020
Client Sales Associate

- Supported growth and customer satisfaction by implementing structured guest follow-ups and simple feedback loops; contributed to year-over-year improvements in retention and revenue.
- Partnered with operations and service teams to align on clear playbooks and handoff checklists, improving service efficiency and response times.
- Resolved guest issues with clear communication and timely escalation, preserving relationships and protecting repeat business.
- Supported sales strategies by coordinating with cross-functional teams, optimizing service delivery, and ensuring seamless client interactions.

C&S Wholesale Grocers Inc.   May 2006 – Oct 2013
Product Allocation Specialist | Supply Chain Analyst

- Mapped current-state picking and allocation workflows, identified bottlenecks, and redesigned task sequencing and pick paths, boosting output 40 percent and raising average pick rate from 2,000 to 2,800+ units while maintaining quality.
- Removed low-value steps and optimized zone flow, reducing task completion time by 1 to 2 hours per shift and improving on-time order fulfillment.
- Coordinated with cross-functional teams with implementing operational improvements, supporting scalability while maintaining quality standards.

CASE STUDIES

WhiteCoatLab.co Website Build – Link   Year 2023 - 2025

- Re-architected WhiteCoatLab.co into a conversion-focused portfolio that surfaces credibility fast, clarifies offerings, and guides first-time visitors to the next action with minimal friction.
- Shipped a mobile-first React MVP with CI/CD via GitHub Actions and Cloudflare-backed media delivery; applied performance practices like media compression, responsive sources, and lazy loading to improve responsiveness and reliability.

"It All Started" Micro Documentary – Link   Year 2024 - 2025

- Defined the narrative strategy through discovery interviews and competitor review. Translated findings into a clear story arc, scoped deliverables, and acceptance criteria, then planned a yearlong schedule with a 3 month contingency.
- Executed the plan with milestone checkpoints and review gates at each cut. Coordinated artist management, social, design, and post production to keep work aligned to the original product goal.

SKILLS

Product Management: Project Lifecycle Management | roadmapping | backlog prioritization | stakeholder communication | Agile and Scrum | Sprint Planning | Objectives and Key Results (OKRs) | Prioritization with Reach Impact Confidence Effort (RICE) | Go to Market Basics | Competitive Research
Technical Fluency: React | JavaScript | Python (Pandas, NumPy) | Prompt Engineering | Git | API fundamentals | Cloudflare CDN |Search Engine Optimization (SEO) | Excel | SQL | Exploratory Data Analysis (EDA) | Data Storytelling | Data Visualization | Data Modeling
Tools: Jira | Confluence | Notion | Asana | Trello | Figma | Tableau | Google Analytics | Slack | Davinci Resolve | Adobe Creative Suite

EDUCATION

Columbia Engineering | Certificate in Data Science (2023), **Flatiron School** | Certificate in Full Stack Software Engineering (2021), **Franklin University** | Bachelor of Science (B.S.) in Financial Management & Business Management (2016)