

# PHILIP TIMOTHE

Philip.C.Timothe@gmail.com | [philiptimothe.com/](http://philiptimothe.com/) | [linkedin.com/in/philiptimothe/](https://linkedin.com/in/philiptimothe/)

## EXPERIENCE

### WhiteCoatLab Inc.

Jan 2023 – Present

#### Product Manager

- Set product vision, Objectives and Key Results (OKRs), and a quarterly roadmap for whitecoatlab.co focused on lead conversion, on-time delivery, and repeat business.
- Ran competitive analysis and customer interviews to define personas, jobs to be done (JTBD), and value propositions; translated findings into information architecture, mobile-first UX, and clear inquiry funnels.
- Wrote product requirements documents (PRDs) and a press release and frequently asked questions (PRFAQ) for the minimum viable product (MVP) and successive releases. Prioritized features using the reach, impact, confidence, effort (RICE) model and maintained a Kanban backlog.
- Shipped the platform in React with continuous integration and continuous deployment (CI/CD) via GitHub Actions on a custom domain; integrated Cloudflare for fast, reliable media delivery. Implemented search engine optimization (SEO) basics and front-end performance practices such as media compression, lazy loading, and CDN caching to improve page responsiveness and reliability.
- Productized services into packages with pricing, service level agreements (SLAs), and acceptance criteria; launched a go-to-market (GTM) plan across the site, email, and social channels that increased qualified inquiries.
- Led cross-functional delivery for client work including Glowbar and Darby Construction Services, coordinating stakeholders in management, design, social, and post-production; instituted checkpoints, review gates, and release notes to reduce revision cycles and shorten time to deliver.
- Built a lightweight case-study and asset library to support sales conversations and speed scoping.
- Achieved 10 percent year-over-year revenue growth and improved repeat client relationships through clearer packaging and faster turnarounds.

### 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)