



# BRANDON REED

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CLERMONT, FL

## ABOUT

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## EXPERIENCE

### PRODUCT ANALYST - DIGITAL EXPERIENCE

WALT DISNEY PARKS & RESORTS | OCT 2015 - PRESENT

- Responsible for driving innovative technology solutions intended to continually enhance the digital merchandise experience of our Guests.
- Work closely with multi-site teams to define the product roadmap for one of Disney's most highly rated mobile apps, "Shop Disney Parks".
- Manage the execution of consistently exceptional product deliverables against aggressive timelines with strict budgets.
- Present to executive leadership throughout each app release cycle to represent and demonstrate the team's innovation and progress.

### PROJECT MANAGER - INFORMATION MANAGEMENT SYSTEMS

WALT DISNEY PARKS & RESORTS | DEC 2013 - OCT 2015

- Coordinated work on multiple teams across the IMS organization. Engaged leadership to manage expectations across departments and motivate my resources to towards common goals and initiatives.
- Actively practiced the Agile development methodology by leading daily Scrum standups for multiple agile factory teams.

### PROJECT MANAGEMENT PROFESSIONAL INTERN - IMS PMO

WALT DISNEY PARKS & RESORTS | AUG 2013 - DEC 2013

### PHOTOGRAPHER - DPI PHOTOPASS AND ESPN GAMEDAY PHOTOGRAPHY

WALT DISNEY PARKS & RESORTS | JUNE 2013 - AUGUST 2013

### ELECTRONIC SYSTEMS SUPPORT INTERN

ESPN | MAY 2012 - AUG 2012

### GRAPHIC DESIGNER - OFFICE OF CAREER & PROFESSIONAL DEVELOPMENT

BAYLOR UNIVERSITY | FEB 2011 - MAY 2013

## EDUCATION

### BAYLOR UNIVERSITY

BBA - MANAGEMENT INFORMATION SYSTEMS

2008 - 2013

### CERTIFIED SCRUM MASTER

SCRUM ALLIANCE | 2014

### CERTIFIED PRODUCT OWNER

SCRUM ALLIANCE | 2016

## OTHER RELEVANT EXPERIENCE

### ENNOVATE WEBSITE SOLUTIONS

FOUNDER, WEB DESIGNER & DEVELOPER | OCT 2015 - PRESENT

### CFC CHAMBER OF COMMERCE

DIRECTOR, YOUNG PROFESSIONALS NETWORK | AUG 2017 - PRESENT

### HAVEN REAL ESTATE SOLUTIONS

FOUNDER, OWNER | OCT 2016 - PRESENT

### SOCIETY OF FINE GENTLEMEN

FOUNDER, PRESIDENT | MAY 2014 - PRESENT