

ADAM MUSSA

DIGITAL PRODUCT MANAGER/ PRODUCER/
PROJECT MANAGER

CONTACT



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EDUCATION

PRODUCT MANAGEMENT

General Assembly
2015-2016

BACHELOR OF DESIGN & TECHNOLOGY

University of Western Sydney
2006-2011

SKILLS

PRODUCT MANAGEMENT

PROJECT MANAGEMENT

UX PROTOTYPING

SCRUM + KANBAN

ANALYTICS

JIRA

PHOTOSHOP

ILLUSTRATOR

SPEAKING 'DEVELOPER'

PROFILE

I'm a multi-disciplined digital specialist who loves creating amazing digital experiences people love.

I have a 'customer-first' perspective when it comes to my work and love working in cross-functional teams.

I believe we should never stop learning, and I practise that every day...

WORK EXPERIENCE

FREELANCE DIGITAL CONSULTANT

[Adam Mussa/ Differential Experiences](#)/ Sydney / 2014 - Present

I work with my own clients including [Fangear.com](#), [NBASore.com.au](#) and [Rewards Club Australia](#) - across multiple digital marketing facets as a Producer and Digital Marketer.

- Digital Project Management
- Asset creation
- Content and community management (Facebook/ Twitter/ Instagram)
- Facebook Ads + copy crafting
- A/B Testing
- Analytics and reporting
- Social/ competition activation creation
- Content + image crafting
- Lead generation through digital strategies
- Marketing funnel creation
- Client liaison and management

ONLINE PRODUCT MANAGER (Contract)

[Foxtel](#) / Sydney / May 2016 - September 2016

A contract position working at Foxtel HQ in North Ryde, utilising my customer-first approach in a large corporate company.

- Working with key stakeholders across security, development, and senior management to deliver CEO driven roadmap items in sales + online self-service
- Daily collaboration with BA team, Development Lead, Head of Product and other key departments
- Working in a Scrum and Kanban environment
- Stakeholder and expectations management across sales, marketing and leadership teams

WORK EXPERIENCE (CONTINUED)

EXPERTISE

STARTUPS

WIREFRAMING

USER JOURNEYS

CUSTOMER FIRST FOCUS

ASSUMPTION VALIDATION

MVP CREATION

LEAN STARTUP

TIME MANAGEMENT

COMMUNICATION SKILLS

PROJECT MANAGEMENT

REFERENCES

DAN PUGH
Pillar Digital, General Manager
0431 054 57

JOSH JOHNSTON
Apple, People Manager
0400 031 374

PRODUCT and OPERATIONS MANAGER

[Whooshkaa](#) / Sydney / November 2015 - June 2016

A broad position in a startup focussed on the booming Podcasting industry. An opportunity to utilise my adaptability and initiative.

- Working directly with the CEO (ex-Macquarie Radio Managing Director)
- Required a 360° overview of business objectives, development liaison, user testing, marketing, spending time with customers and more
- Project Managing a complex handover process with external developers
- Hiring internal front end and full stack developers
- Leading the new UX and UI in collaboration with designer + front end developer
- Kanban development environment
- Daily standups with web app and (iOS + Android apps) teams
- Implementation and ownership of issue tracking software (JIRA)

SENIOR DIGITAL PRODUCER

[Pillar Digital](#) / Sydney / November 2014 - November 2015

An autonomous and multi-disciplinary role in close contact with clients such as NRL, AFL, OMD, Tribal DDB, McDonalds, Toyota and Stackla

- Leadership role in the business, reporting directly to GM
- Servicing and leasing with multiple stakeholders in varied disciplines (both client-side and agencies)
- Digital strategy + developing and implementing campaign activations
- Social community management and internal PR
- Wireframing, prototyping and core UX
- Time management of developers and other internal stakeholders
- Overseeing day-to-day operations
- Business development and direct client management of core products and services
- Talent acquisition, management and retention
- Project management for custom applications and web development

CONTENT AND COMMUNITY MANAGER

[We Are Social](#) / Sydney / November 2013 - February 2014

Developing effective and engaging content, as well as community management on Facebook, Twitter and Instagram for brands like Trend Micro, Pepper Financial Group, Open Universities Australia, Roadshow Films and Kia

- Developing social media content (Copy + Imagery)
- Social media reporting and analytics (Facebook, Sysomos and more)
- Copywriting and creative thinking
- Actively engage and grow community volumes

CUSTOMER SERVICE EXPERIENCE

CUSTOMER SERVICE + TECHNICIAN

[Apple Store](#) / Sydney / November 2010 - Decemver 2012

CUSTOMER SERVICE

[Myer \(Department Store\)](#) / Sydney / June 2008 - November 2010