

Derek Hairston, MBA

derek_hairston@yahoo.com | (336) 613-4516 | linkedin.com/in/derek-hairston-jr

Executive Profile

Dynamic and results-driven product management and marketing leader with a proven track record of driving digital strategy, agile project execution, and cross-functional team leadership. MBA with 7+ years of extensive experience.

Core Competencies

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|-----------------------------|-------------------------|------------------|
| ● Product Management | ● UX/UI Design | ● Java, PHP, SQL |
| ● Agile/Scrum Methodologies | ● Strategic Roadmapping | ● Jira, Figma |

Professional Experience

Olam Marketing Agency, Atlanta, GA

Senior Project Manager / Product Owner - Web & Mobile Apps

July 2021 - Present

- Led an agile development team for client websites and mobile apps, achieving a 90% on-time delivery rate.
- Scaled internal processes, contributing to a 55% year-over-year profit increase and \$500,000 in revenue.
- Developed and executed strategic roadmaps in Jira balancing business value and development complexity.
- Streamlined project management SOPs, reducing delivery timelines by 18% and enhancing team efficiency.
- Facilitated requirements sessions and curated compelling presentations to build strong client relationships.

Digital Marketing Manager

March 2020 – July 2021

- Achieved a 900% return on ad spend for paid social campaigns, exceeding performance expectations.
- Directed omnichannel marketing campaigns (SEO, SEM, email, social), boosting engagement and traffic.
- Conducted analysis to refine marketing strategies and improve performance metrics for 11 client accounts.

NC State University, Raleigh, NC

Product Owner - Web Dashboard

January 2019 – March 2020

- Ideated, developed and launched an interactive, resource dashboard that served over 3,000 users daily.
- Improved process efficiency by 86% through innovation, UX/UI and digital strategy enhancements.
- Led a cross-functional team of 7 developers in project's full lifecycle development and implementation.

Georgia State University, Atlanta, GA

Marketing & Program Coordinator (Contract)

June 2018 – January 2019

- Enhanced social engagement by 35% and attendance by 52% through targeted digital and print campaigns.
- Coordinated website management, ensuring brand consistency and effective user experience.

Reincarnation Car Dealership, Reidsville, NC

Digital Marketing Manager

June 2017 – March 2018

- Developed and executed a go-to-market strategy that generated \$250,000 in revenue within seven months.
- Utilized digital tools, data analysis techniques and marketing strategy to achieve a 35% ROI.
- Implemented SEO strategies that drove a 37% spike in website traffic and the #1 organic search position.

Education

East Carolina University, Greenville, NC

(MBA) Master of Business Administration

August 2016 – May 2017

(BSBA) Bachelor of Science in Business Administration

August 2012 – May 2016