

Michael Goulet

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Summary

Versatile product and project manager with extensive experience in agile development, digital marketing strategy, and cross-functional collaboration. Skilled in bridging the gap between technical teams and business stakeholders, managing complex development projects, and optimizing user experiences.

Work Experience

Associate Digital Product Manager | July 2022 - December 2023
Alterra Mountain Company (Denver, CO)

- Guided custom development of Content Management System (CMS) behind 14 customer-facing websites including eCommerce features, new componentry, platform upgrades, and bug fixes.
- Served as primary liaison between marketing department, business unit leaders, and development teams; owned digital performance reporting, prioritized deliverables, and maintained development backlog.
- Introduced an initiative to enhance and standardize weather and conditions reports across resort websites. Secured unanimous buy-in from key stakeholders, developed white-label assets, and facilitated rollout in under 6 months while reducing costs by 66% per site compared to custom development.
- Led cross-functional team in developing and launching Alterra Community Foundation website including custom features for charitable donations, grant applications, and multi-language support.

Digital Product Specialist | December 2019 - July 2022
Alterra Mountain Company (Denver, CO)

- Redesigned eCommerce page templates and developed content standards for resort-specific products sold through ikonpass.com resulting in a 15% boost in total group revenue year-over-year.
- Developed dynamic cross-selling feature in checkout flow for lift tickets based on lodging reservation dates.
- Led content migration processes in building new websites for 3 acquired ski resorts.
- Owned training and new employee onboarding programs, authored 40+ knowledge base articles, and hosted weekly education sessions for content managers and digital marketers.

Marketing and Product Support Manager | February 2018 - August 2019
RoadWarrior, LLC (Boulder, CO)

- Strategically positioned the brand for entrance into B2B market by developing and launching a marketing site, online store (Shopify), and account management portal.
- Conducted in-depth research to identify opportunities to convert free users to paid. Determined learning curve with key app functions contributed to early user abandonment and negative review sentiment.
- Enhanced user experience by creating training videos, feature guides, in-app tutorials, and a dedicated support site leading to a 20% decrease in first-week abandonment rate and a 33% reduction in help request volume.
- Led User Acceptance Testing (UAT) for desktop and mobile app releases. Developed standardized testing processes and created beta testing program with volunteer user cohort.

Earlier Experience

Digital Content Coordinator, Vail Resorts (Broomfield, CO) | 2016 - 2017

Digital Marketing Strategist, Odney Advertising Agency (Bismarck, ND) | 2014 – 2016

Education

BS, Double Business Major: Marketing and Finance, Colorado State University | 2012

Professional Skills

Web Development, Marketing Strategy, Roadmap Management, Data Analysis, User Story Writing, Landing Page Design, Integrated Marketing, Dashboard Reports, User Acceptance Testing, Process Documentation

Technological Skills

CMS: Sitecore, Wordpress, Contentful | Project: Asana, Jira, Trello, Miro | Design: Figma, Photoshop, Illustrator | Data: Google Analytics, Adobe Analytics, Excel, Custom Dashboards | UX: SiteImprove, Hotjar, Clarity

Certifications

Generative AI for Product Managers Specialization, IBM | 2025

AI Foundations for Business Specialization, IBM | 2024

AI Foundations for Everyone Specialization, IBM | 2024