

# WILLIAM MITCHELL

Innovation-Obsessed Product Development Manager



Portfolio

New Orleans, LA  
Mobile: 504-555-5555  
WMitchell@Notmail.com  
fake/WilliamMitchell

**Bestselling Products ||| Fresh Concepts ||| Hard Goods & Toys ||| Patented Inventions ||| Product Concepts up to \$100M**

**Boosted Annual Sales \$85M by Inventing Groundbreaking Products/Features | Saved ABC Toys by Designing \$24M Product  
Increased Sales of Existing Product from \$3M to \$18M | Awarded 6 Utility Patents, Industry Acclaim, and Blogger Praise**

Visionary executive known for upgrading product lines with the right technologies, top-performing teams, and incredible innovations. Customer-focused and passionate about optimizing product quality, appeal, and profitability. Adept at achieving ambitious business goals, reducing expenses, and improving efficiencies while proactively solving production issues. Respected for inventing game-changing products while recognizing and developing the brilliant concepts of fellow inventors.

## SKILLS

- Customer / Retailer Needs Fulfillment
- State-of-the-Art Development Methods
- Operations / Communications Streamlining
- Issue Troubleshooting / Documentation
- Compelling Concept Presentations
- In-Depth Requirements Gathering
- Prototype / Sample Development
- Inventive Problem Solving
- Adaptable / Strategic Planning
- Team Building / Motivation
- Staff Leadership / Training
- Project / Budget Management

## CAREER

**ABC TOYS, New Orleans, LA**

03/2012 to Present

*Global toy manufacturer delivering the ultimate play experience through \$200M portfolio of iconic brands.*

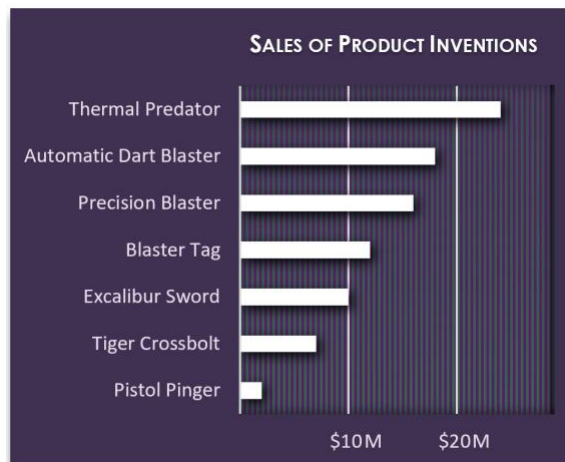
### Senior Product Development Manager, 09/2017 to Present

Direct and motivate 14 full-time employees (FTEs) and 8 freelancers across the United States and China to peak performance levels. Optimize packaging, production, engineering, product design, and creative development. Leverage emerging technologies to accelerate product development and manufacturing processes. Maximize margins while strategizing pricing and retail positioning. Manage \$1.2M product development budget.

*Drove \$85M+ sales increase by championing advanced engineering methods, striking licensing deals with hot brands, and designing features for easier, more intuitive user interactions. Led teams to create consumer-delighting innovations that actually work.*

*Delivered Results:*

- Put ABC Toys back on the map** by designing Thermal Predator, a toy with unique heatseeking scope. Product features green crosshair mark that turns red when heat source is detected.
- Increased sales existing product \$15M** by inventing an automatic version of ABC Toy's battery-operated dart blaster.
- Beat key competitor in marketplace** after creating Precision Blaster, which outsold similar Toybro offering at KB Toys, Toys'R'Us, and Amazon. Bloggers praised the unique darts and the product's durability.
- Garnered \$12M+ in sales** and 3.8M views on Happy Family after inventing Blaster Tag, which incorporated walkie talkies and teamwork features. Recognized roleplay as a key consumer driver for future foam dart toy popularity.



### Product Development Manager, 03/2012 to 09/2017

Produced exciting new concepts while differentiating the brand through licensing opportunities. Initiated and strengthened inventor relations and licensor communications. Refined existing product designs/features to align with overall development direction.



Built incredible team of 8 engineers, designers, production associates, and creative artists who consistently delivered extraordinarily innovative solutions/products. Onboarded best-in-class marketing firm. Eliminated confusion among merchandisers, artists, and production engineers by recommending clear role definitions. Promoted 2 employees into supervisory positions.

*Awarded 6 utility patents. Partnered with internal executives, outside marketing firm, sales division, and Shanghai office to create popular, high-quality products that met all retailer requirements while enticing consumers to buy.*

*Delivered Results:*

- **Saved 12% annual production costs across all foam-dart toy lines.** Shopped for affordable material alternatives and showed suppliers how to replicate cost-effective manufacturing methods.
- **Maintained perfect, error-free track record for 4+ years** of developing production artwork by initiating packaging approval system and building highly accountable team.
- **Slashed total product expenses 4.5%** for Walmart’s sustainability program by introducing new package structure that required significantly less paper. Walmart eventually copied/adopted the structure for its private-label products.
- **Boosted margins 3% and reduced inventory levels 11%** by redistributing aged inventory as the basis of a profitable secondary line for discount retailers.

**GHI TOYS, New Orleans, LA**

11/2007 to 03/2012

*Multinational toy retailer with 58K employees and 1.7K stores in 43 countries generating \$16B annually.*

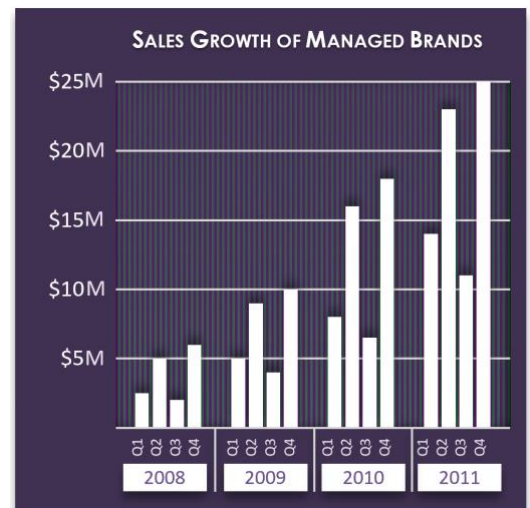
**Product Development Manager, Seasonal Toys**

Elevated private-label product development for water toys, sporting goods, and bicycles. Coordinated among buyers, merchandisers, planners, and manufacturers worldwide to ensure timely development of top-quality products. Improved and enforced proprietary style guide.

*Brought managed brands from \$16M to \$74M in 3 years. Introduced well-received brands such as FunZone, Challenge Me, and Blast Splash brands.*

*Delivered Results:*

- **Generated \$22M** after inventing the world’s first voice-controlled water toy, Marco PoloBot. Boosted annual product sales additional \$4M after enhancing the toy with new swimming mechanisms.
- **Produced bestselling, high-end children’s bicycle** that made \$100M+ in revenue. Negotiated Harley-Davidson license and sourced a top-tier bike manufacturer.



**XYZ TOYS, New Orleans, LA**

01/2005 to 11/2007

*Dynamic company focused on developing, manufacturing, and distributing toys and collectables worldwide.*

**Product Development Manager**

Significantly improved new product development while updating existing items for this \$18M company. Refined price points and product features. Coordinated development activities with the Hong Kong office and cultivated strong inventor partnerships.

*Created hot new sports products sold to Toys“R”Us, Target, and Kmart; initiated/sourced \$2M Sports Dude brand.*

*Delivered Results:*

- **Reduced costs 20% while simultaneously enhancing quality** of Stretch’Em products by onboarding new sculptors.
- **Set new industry color standard** after developing H.U.E. Colors for foam balls; thoroughly researched color theory.

**EDUCATION**

**Bachelor of Science in Mechanical Engineering, University of New Orleans**  
*National Science Foundation Grant*

**Bachelor of Fine Arts, Dillard University**  
*Louisiana Art Innovation Scholarship*

“William revolutionized our product line with incredibly innovative concepts that instantly appealed to children. He hired world-class engineers who could make sure these products functioned perfectly with every use. His leadership made ABC Toys a force in the industry.”  
 – VP of Product Development, ABC Toys

**COMMUNITY**

- Volunteer at New Alternatives for Homeless LGBT Youth, 05/2013 to Present
- Volunteer at Make-A-Wish Foundation, 07/2010 to Present

## **Résumé Strategy**

William made a name for himself in the toy industry and was still targeting toy manufacturers as a product development manager. However, he was worried that he had gone as far as he could go when it came to developing multimillion-dollar toy brands, and also wanted to explore the possibility of developing products for the home and garden sector. Therefore, I kept the summary industry agnostic without downplaying his past toy design experience, which was still his primary focus.

I added a basic skills section to better round out key phrases for general team leadership and product development.

To spotlight the incredible sales of his inventions and products, I designed bold graphs. I developed uncommon purple designs to keep things modern and memorable. I added a QR code for readers who would like to view his online portfolio on their smartphones while also reading his résumé.