

Jennifer Lytle Begonia

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PRODUCT MARKETING AND MANAGEMENT LEADER

Experienced professional with 15+ years' producing innovative solutions for wide-ranging audiences in the educational technology sector. I excel at designing and managing initiatives from concept through execution, and am adept at building high-performing teams. Colleagues and executives have praised me for being "hyper-organized," a "fearless project manager," and a "constructive innovator" with "deep expertise in content creation and strategy." I bring value to my employers by combining my technical execution savvy with my broad market knowledge (expanding my AI chops most recently). My unique background and continued upskilling results in current high value products, materials, tools, and reports as well as happy customers and stakeholders.

EXPERTISE AND COMPETENCIES

- Product marketing
- Competitive analysis
- Sales enablement
- Consensus building
- Content strategy
- Storytelling across media and formats
- Team leadership
- Project management
- Stakeholder relations
- Process optimization
- Meeting design and facilitation
- Writing and editing
- Certified Scrum Product Owner^R
- AI applications
- UX/UI research
- K20 learning experience design
- Product discovery
- Requirements definition, documentation, and maintenance

PROFESSIONAL EXPERIENCE

Gerson Lehrman Group, Inc. | EdTech Consultant | 2023 - Present

Consult via deliverables and voice calls on a variety of edtech topics, such as cross-selling digital curriculum and content propagation in the age of AI

Kaplan North America | Executive Director, Digital Product Management | 2022 - 2023

Managed four scrum teams, focusing on authoring tools and content systems

- Built improved features and workflows expected to save 36% YOY in key vertical

University of Pennsylvania GSE - Catalyst | Project Consultant | 2022

Performed discovery and authored requirements for changes to custom platform; created Y2Y project plan for major annual initiative

- Enabled savings of 25% in Y2Y planning efforts

Clarity Innovations | Client Lead Producer | 2020-2022

Built new curriculum development, publishing, licensing, and sales platform for client; developed two video series featuring H5P interactions; improved blog engagement by 50% in six months

- Designed B2C model for a return of 15% of total revenue in first year

Achieve3000 (acq. by McGraw-Hill) | Senior Product Marketing Manager | 2017-2000

Undertook comprehensive competitive research and analysis; produced thought leadership content; ran go-to-market strategy and tactics

- Digital campaign featuring my eBook performed 40% above target
- Defined new product bundles, creating additional revenue potential of 20% over prior year
- Supported campaigns escalating "Share of Voice" by over 30% in one year

Houghton Mifflin Harcourt & American Reading Company | Author/Editor | 2015 - 2016

Authored two "summer fun" books for 2nd and 3rd graders and three non-fiction books for 3rd graders about important African Americans

JKL for Education | Consultant | 2014

For arts and sciences education foundation, improved grants/development, programming, physical plant, Board of Directors relations, member systems, marketing, and fundraising events

- Reduced mortgage and vendor debt to save 125% in interest payments in under six months

ScholarCentric | Head of Product | 2006-2013

Developed flagship suite of products, then extensions and new editions

- Brought in six-figure Small Business Innovation Research grant from USDOE and led team as Principal Investigator to bring full program online

Curriki | Executive Producer | 2006-2010

Managed content and production teams; oversaw content operations, pilots, programs and partnerships

- Led usability redesign, increasing time-on-page by four minutes

IsoDynamic | Instructional Designer/Editor/Producer | 2005-2009

Created and edited learning modules for adult-facing courseware for Maryland Public Library System, McCann-Erickson World Group, and three for NIMH-funded PD and accreditation programs

Academic Business Advisors | Executive Editor | 2006

Ran content development process and edited humanities courseware for top virtual high school

- Reduced production costs by over 50% in three months

Scholastic Education | Editorial Director | 2005

Served as part of product initiation and discovery team, developing research base for new product

Grow Network/McGraw-Hill | Director of Product Development | 2003-2005

Won seven-figure Texas statewide RFP and successfully delivered first-ever individualized print workbooks for 450,000 10th-12th graders who failed their high stakes exit exam

HomeworkCentral/Bigchalk/Proquest | Executive Producer | 1999-2002

Delivered four role-specific portals for K-12 students and educators, with over three million daily page views

- Achieved advertising-based profitability of 30% over cost of production

EDUCATION

BA in American Civilization
Brown University
Providence, RI
GPA: 4.0

RECENT PROFESSIONAL DEVELOPMENT

Certified Scrum Product Owner®, Scrum Alliance, 2023
AI for Product Managers, Pragmatic Institute, 2023
Advanced AI Techniques for Product Marketing, 2005