

# James G. Puckett

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## Summary

I am a business owner and entrepreneur driven by my passion for creative exploration. I have a broad base of experience in Web Program Management, Web Development, Programming, Marketing, Business Development, and Product Development. I am seeking a position where I can be an innovative asset dedicated to mindfully improving the lives of others.

## Skills & Expertise

Management, Product Management, Product Development, Web Program Management, Project Management, Certified ScrumMaster, Certified Scrum Product Owner, Event Planning, Teaching/mentoring, Linux, Apache, MySQL, PHP, HTML, CSS, JavaScript, Java, C, C++, C#, Visual Basic, RESTful web services, Node.js, AJAX, jQuery, Comet, Bootstrap, Wordpress, Magento 2, Phoneygap, Photoshop, Excel, Word

## Experience

### Owner/Founder at Puckett Ventures

Portland, ME and Knoxville, TN

February 2013 - Present

- Manage rebrand and new sales strategy for Rockwell Construction Company, Inc.
- Develop online marketing strategies for customers
- Design and develop WordPress websites for customers
- Create custom WordPress plugins to fit customer-specific business needs

### Sr. Product Manager at Vets First Choice, Inc.

Portland, ME

August 2016 - April 2017

- Led a team of top-notch app developers and business leaders to produce state-of-the-art, customer-facing apps at one of the fastest-growing companies in America
- Independently developed a fully functional prototype of a revolutionary approach to digital prescription management using social networking and gamification strategies that simplifies client data and veterinary performance metrics
- Sold Senior Leadership on the prototype and kicked off development that continues today and will become the next evolution of their customer facing web application

**Project Manager at Vets First Choice, Inc.**

**Portland, ME**

**August 2015 - August 2016**

- Project managed a team of seven software developers and multiple product owners using the Agile Project Management Methodology
- Collaborated with multiple Product Owners to develop requirements for enhancing Vets First Choice customer-facing web applications
- Ensured my team executed on time and on budget and reported progress to senior leadership

**Owner/Founder at MassBliss, LLC.**

**Ashley Falls, MA**

**November 2013 - December 2015**

- Developed and executed a comprehensive business plan and sales strategy
- Pitched to investors to gain financial support and raised over \$100,000
- Produced events in New York City, Connecticut, and Massachusetts
- Developed a PR, Social Media, and Marketing strategy
- Produced a successful Indiegogo campaign for an art opening that raised \$1,676 over the original \$7000 goal (<https://goo.gl/oJ7aB0>)
- Negotiated contracts with performers, vendors, venues, suppliers, and sponsors
- Managed print and online advertising
- Handled all aspects of the business development cycle

**Program Manager at Radio Systems Corporation**

**Knoxville, TN**

**June 2011 - January 2013**

- Invented, designed, and developed a new product concept and took it through technical and market feasibility
- Developed Android app in Java and web apps PHP and .NET to demonstrate product feasibility
- Managed internal and external resources to develop functioning prototypes, software and web properties to prove product concepts
- Developed beta testing plans to determine market feasibility and gather participants
- Managed marketing research firms to solicit feedback from beta testing groups
- Presented business plans to Senior Staff and Board Members for go/no go decisions and received approval to produce the new product concept

**Web Program Manager at Radio Systems Corporation**

**Knoxville, TN**

**January 2007 - June 2011**

- Responsible for managing a team of highly motivated developers and marketing personnel to create and maintain all Radio Systems Corporation branded websites
- Managed all online Ecommerce and marketing programs and budget for Radio Systems Corp.
- Increased company revenue by \$1.2 million in one year by introducing direct to consumer sales through Radio Systems web properties (direct to consumer sales for 2013 exceeded \$2 million)

**Web Developer at Anderson News**  
Knoxville, TN

January 2004 - December 2006

- Developed and designed Java web applications using IBM's WebSphere to create a web front end for logistics AS400 mainframe software
- Developed and designed Lotus Notes applications using Domino

## Education

**Bachelor of Science, Computer Science** • University of Tennessee - Knoxville • Class of 2006

## Honors, Certifications, and Awards

Certificate of Completion Pacific Crest National Scenic Trail, 2017

Certified Scrum Product Owner®, 2015

Certified ScrumMaster®, 2015

Long Trail Completion, 2013

Radio Systems Board of Directors' Choice Award, 2012

## Recommendations

"James embodies an entrepreneurial spirit and brings that to the office every day. I had the pleasure of working with James for about 6 years on a wide variety of projects including the launching of the PetSafe.net direct website and his very own project, Social Pets. Besides being one of the most intelligent guys in the room and very bright, James is always thinking outside the box on how to do things better and smarter. If I were starting a company today, my first round draft pick would go to Mr. Puckett."

—Jason Berger, Senior eCommerce National Sales Manager, Jason worked directly with James at Radio Systems Corp

"I've worked closely with James for the last 4 years on a variety of projects. As a web program manager James offers the rare and unique ability to convert the needs and objectives of a group into successful web and digital mediums. He is able to communicate complex technical elements in terms that laypersons, such as myself, can fully understanding making him a great teacher. James also plans and executes projects with a focus on key objectives, milestones, schedule and budget that is unparalleled in most companies. He has a solid resume for web programming but brings a pleasantly surprising creativity to everything he does, often thinking several steps ahead of the market and technology. However, James remains aware of his abilities and others enough to candidly asses what is needed on any project. I've watched James bring many critical projects to life that have been real difference makers at Radio Systems, including launching our ecommerce platform, planning the PetSafe.net redesign, and ensuring our marketing emails and consumer research portal got off the ground, as well as many other consumer reaching projects."

— Robin Hawn, Senior Brand Manager - PetSafe, Radio Systems Corp, worked directly with James at Radio Systems Corp.