

# LEVI HAMMOCK

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## Product Manager – Implementations & Operations

Product Manager recognized for bringing agile teams together to deliver customer-focused solutions. Skilled at leveraging user research and operational strategies to optimize the product development lifecycle. Seeking the next great opportunity to develop innovative products at the intersection of music, entertainment, & technology.

### CAREER ACHIEVEMENTS

- Enabled product differentiation for next-generation event platform through redesign of enterprise reporting suite
- Achieved adoption of ~200 clients for enterprise ticketing platform via smart onboarding and product training
- Authored and implemented ~100-page platform knowledge base reducing human support throughput by 50%
- Led cross-functional teams to acquire and serve 1M+ satisfied customers at 400+ live events at Microsoft Theater

### PROFESSIONAL EXPERIENCE

**Product Manager – Implementations & Operations** | Rival Labs Inc., Los Angeles, CA **May 2019 – July 2020**

*Product Manager for an agile team building a technology-first, next-generation ticketing platform for the most coveted concerts and sporting events on the planet. Utilized industry knowledge to serve as a subject matter expert, collaborating with cross-functional teams on strategic direction, feature design and prioritization, quality assurance, and client implementations.*

- Achieved launch readiness for enterprise and consumer platforms via qualitative approach to product development
- Led implementations team to develop systems for synthesizing customer feedback, creating repository of actionable opportunities for product development
- Increased team resources by 100% through training and onboarding of engineering staff onto enterprise platform
- Expanded internal product knowledge and feedback across teams through regular company-wide testing projects

**Ticketing Manager – Box Office Operations** | AEG, Los Angeles, CA **October 2014 – April 2019**

*Led department developing ticketing strategies for world-class concert venue, Microsoft Theater. Implemented protocols for enterprise platform and customer retention tactics to bring large-scale complex events from conception to completion. Expertise focused on event logistics, cross-functional coordination of end-to-end projects, and client management. Events included: The EMMYS, American Music Awards, iHeart Music Awards, BET Awards, The ESPYS, and many others*

- Doubled enterprise platform adoption across teams by partnering with vendor product owners on feature enhancements, usability concerns, and improvement opportunities
- Coordinated strategy for 7 cross-functional teams to achieve successful on-sale and execution of 90+ events annually
- Secured client satisfaction and return business of 50+ high-profile promoter clientele for events and awards shows

### CORE COMPETENCIES

**Hard Skills:** Agile | Jira | Postman API Client | Enterprise Software / SaaS | Data Analysis | User Research | Product Strategy

**Soft Skills:** Cross-functional Teamwork | Written & Verbal Communication | Creative Problem Solving | Time Management

### EDUCATION, TRAINING, & CERTIFICATIONS

**Computer Science for Business Professionals** | HarvardX

**June 2020**

**Advanced Google Analytics – GAIQ Certificate** | Google

**July 2020**

**Product Management Certificate** | The Product School

**February 2020**

**Bachelor of Music, Classical Piano Performance** | University of Miami (Summa Cum Laude)

**May 2012**