

TRENT Morrison

503.910.1277 | trentmorrison09@gmail.com | trentmorrison.com
New York City, NY | [linkedin.com/in/trentmorrison](https://www.linkedin.com/in/trentmorrison) | Pronouns: he/they

SKILLS

Product management	Data collection & analysis	Product roadmapping
User research & synthesis	Cross-team leadership	Tech & software fluency
Product strategy	Agile methodologies	Interpersonal communication

EXPERIENCE

Disney Streaming February 2022–present

Senior Product Manager

- Lead the long-term strategy and vision for Disney+ and Star+ detail pages across all platforms and regions for over 80 million subscribers
- Drive product feature hypotheses that make Disney+ more engaging and usable for subscribers
- Identify gaps and opportunities that increase subscriber engagement and click-through play rates
- Collaborate with teams across The Walt Disney Company business including engineering, design, marketing, data science, platform, and media delivery teams
- Launch experiments testing feasibility and usability of upcoming product features
- Maintain and enhance the the overall Disney brand and IP through delightful product experiences

Pluralsight

October 2018–February 2022

Product Manager & Senior Analyst

- Prioritized product feature list and iterations by defining urgency in customer demands, product backlog, engineering bugs, and stakeholder requests
- Lead the product vision/roadmap, product discovery, and product development for the learning sciences team which defines and measures content quality, performance, and learning effectiveness
- Collaborated cross-functionally with design, engineering, marketing, customer success, and other stakeholders to identify and deliver new product solutions and iterate on current product offerings and features
- Experimented with new research methods to gain actionable insights in a more effective manner
- Proactively identified business needs and focus areas for the team and for the products that are being built
- Created and revises product requirements by evaluating user adoption targets, customer retention, and overall growth by using data analytics and testing

Clearlink

April 2017–October 2018

Content Strategist

- Defined and leading digital content strategy/vision for a portfolio of brand partners
- Innovated consumer facing websites, created engaging content for all digital channels, including SEO, paid search, emails, blogs, social networks, etc.
- Managed and developed editorial calendars based on strategic goals, business priorities, product launches, and other events
- Determined and led opportunities within search, paid search, email, social, and other channels
- Evaluated content and user journeys to maximize performance
- Led content goals through collaboration with marketing channel owners, various stakeholders, and the production team to drive awareness, site visits, and ultimately revenue

Young Living

May 2015–April 2017

Content Marketing Manager

- Created and executed content marketing strategy by creating specific, engaging, and optimized content for various channels, including print, podcast, blog, social media, and websites
- Managed outside vendors and international/regional marketing offices to establish, create, and promote additional company publications and content initiatives
- Built and managed a team of freelance editors, marketers, copywriters, and transcribers
- Collaborated with key stakeholders to illuminate the company's strengths, values, and uniqueness
- Produced, managed, and hosted Drop of Inspiration, Young Living's weekly podcast, in a manner consistent with the tone, voice, and positioning of the company

Costa Vida

May 2014–May 2015

Franchise Marketing Manager

- Implemented comprehensive local store marketing and new store opening plans
- Strengthened marketing support through increased resources, improved marketing strategy and sales growth
- Maximized marketing program development
- Created, led, and coordinated quarterly brand strategy and themes
- Approved, updated, and managed overall brand standards and guidelines
- Managed relationships with Franchisee partners throughout the US and Canada

EDUCATION

B.S., Interdisciplinary Studies
Dual focus: Communication Studies & Psychology

Utah State University
Logan, Utah