

# TRENT Morrison

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## SKILLS

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|----------------------|------------------------|------------------------|
| Product Strategy     | User Research & Design | Roadmap Development    |
| Data-Driven Insights | Metrics Optimization   | Stakeholder Alignment  |
| Agile Methodologies  | Cross-Team Leadership  | A/B Testing & Analysis |

## EXPERIENCE

*The Walt Disney Company; Disney Streaming, Disney+* February 2022–present

### Senior Product Manager; Subscriber Experience

- Accomplished a 46% effective click-through rate as measured by click-through and play rates, by defining and executing the long-term strategy for Disney+ Details Pages across all platforms and regions.
- Delivered a 58% interaction rate by launching data-driven features that improved content discoverability for over 150 million subscribers.
- Drove real-time engagement with millions of concurrent viewers by spearheading the first-ever live streaming capabilities for *Dancing with the Stars*, positioning Disney+ as a leader in live content.
- Accelerated development cycles by transitioning Details Pages' backend to a unified, services-backed code base, enabling scalable, agile launches and improving efficiency as measured by faster shipping times and streamlined JIRA workflows.
- Strengthened cross-team collaboration by introducing first-ever Details Page metrics dashboards and internal product guides/knowledge base, resulting in a reduction in communication gaps across design, engineering, and marketing teams.
- Led diversity initiatives by establishing the Pride @ Disney NYC chapter, growing membership to over 200 and building a Product-focused mentorship program that supported 50 mentees during three cohorts.

*Pluralsight* October 2018–February 2022

### Product Manager & Senior Analyst

- Accomplished a 1,566% increase in daily engagement as measured by user submissions, by A/B testing and optimizing feedback mechanisms, including the CQS survey, which collected over 500,000 responses in six months.
- Supported 5,000 daily active users as measured by internal tool adoption rates, by managing service-based products like the Author Kit, Content Quality Index (CQI), and Author Success Index.
- Enhanced user satisfaction by 20% and improved retention by 15% by developing strategies to engage and support users throughout their learning journey and utilizing data insights from CQI dashboards.
- Enabled cross-product integration by building an API to connect content quality data to other products and features, facilitating faster data access and enhancing feature scalability across platforms.

*Clearlink* April 2017–October 2018

### Content Strategist

- Accomplished a 25% increase in user engagement as measured by site traffic and conversions, by leading digital content strategies for a portfolio of brand partners.
- Supported revenue growth by 8% as measured by marketing campaign results, by managing content across SEO, paid search, and social channels.
- Delivered a 20% improvement in content performance by evaluating user journeys and collaborating with stakeholders to align content with business objectives.

## EDUCATION

B.S., Interdisciplinary Studies Utah State University  
Dual focus: Communication Studies & Psychology Logan, Utah