**Eric Potter, PMP®**

Sr. Digital Project Manager | B2B2C Growth Product Marketing | Agentic & GenAI Lead

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**SUMMARY**

With Master's degree-level marketing expertise and over ten years of experience, I am a PMP-certified Technical Project Manager specializing in omnichannel brand marketing strategy and large-scale digital transformation initiatives. Guided by an AI-first mindset, while also implementing Agile and hybrid (PMBOK) methodologies, I lead diverse global teams of engineers, UX designers, data scientists, and product managers as we launch high-impact B2B/B2C campaigns, optimize growth strategies, and improve business processes that ensure seamless execution through data-driven decision-making.

**EXPERIENCE**

**Sr. Vice President (SVP) Product Management, Business Strategy & Marketing (B2C)** Aug '24 — Present [Pesocar Interactive Gaming](https://pesocar.com/) Township of Washington, NJ

Responsibilities

* Lead end-to-end product strategy and roadmap for a mobile casino egaming app, collaborating across engineering, UX, marketing, risk/fraud, payments, and legal to launch GenAI-powered user features, including avatar personalization, voice synthesis, and AI-driven bonuses.
* Liaise with New Jersey state governor's office, NJDGE, and external state lottery and casino gaming enforcement commissions to ensure proper platform compliance regulations are implemented in product software design.
* Implement agentic AI and LLM frameworks into the product ecosystem—integrating real-time user feedback loops and predictive analytics to optimize player engagement, retention, and performance insights.
* Serve as Customer Success Manager, creating rewards programs and guiding high-value users through onboarding, feature adoption, and support workflows, while advocating for user needs across product and engineering to boost retention, satisfaction, and in-app revenue growth.
* Direct GTM execution across omnichannel marketing, SEO/GEO, influencer campaigns, and mobile-first CRM strategies, driving measurable lift in user acquisition and conversion KPIs.

**Sr. Project Manager, Website Design & Enterprise IT Consultant (B2B/B2C)**  May '22 — July '24 [Long Island Power Authority (LIPA) / PSE&G Long Island / New York State](https://www.lipower.org/) Uniondale, NY

Responsibilities

* Led cross-functional teams through a full website redesign for LIPA, aligning UX, IT, and compliance to deliver a scalable, mobile-optimized user experience serving over 1 million customers.
* Integrated Generative AI and LLM-based enhancements into the customer portal, including NLP-driven chatbots, AI-generated FAQs, and semantic search capabilities to streamline self-service support.
* Drove agile product development and sprint execution, using Jira and DevOps to manage UI/UX design sprints, quality assurance, and accessibility (ADA/WCAG) compliance across all product features.

**Sr. Logistics Program Manager (B2C/B2B)**  Oct '20 — April '22 [Amazon](https://www.amazon.com/) Kearny, NJ

Responsibilities

* Led logistics program execution across multiple fulfillment zones, optimizing scheduling, inventory flow, and delivery efficiency through process automation and continuous improvement practices.
* Trained teams on AI-driven Amazon Flex App features, empowering 100+ drivers and managers to navigate dynamic delivery routing, in-app performance analytics, and real-time operational feedback tools.
* Influenced executive reporting and decision-making by translating field operations data into actionable insights supporting internal product enhancements and compliance initiatives across last-mile delivery.

**Sr. Digital Transformation Project Manager, Marketing & SEO Strategy (B2B/B2C/D2C)** Feb '19 — June '20 [Triton International](Triton%20International) Purchase, NY

Responsibilities

* Led digital transformation and GTM execution by designing and launching a new global e-commerce sales portal, combining AI insights with SEO/SEM strategy to increase online sales by 22.7% within three months.
* Managed ERP and CRM system modernization, leveraging data integration across Oracle NetSuite and Salesforce to streamline workflows, optimize sales funnels, and automate reporting.
* Directed AI-enhanced campaign strategies, incorporating user behavior data, search trends, and content recommendations powered by CRM tools to improve discoverability and lead generation.

**Sr. Product Manager, Digital Business Projects (B2B/B2C)** Nov '18 — Dec '19 [LG Electronics](https://solutions.lg.com/us) | HS Ad USA Englewood Cliffs, NJ

Responsibilities

* Directed UI/UX modernization for LG.com business product pages, collaborating with design, engineering, and marketing to deliver a scalable, SEO-optimized web experience across multiple product lines.
* Planned and executed search-driven GTM content strategy, enhancing discoverability through SEO keyword modeling, metadata optimization, and user-intent content mapping.
* Led cross-functional sprint teams through website enhancements and CRM integration, driving alignment between ecommerce priorities, technical execution, and product KPIs.

**Sr. Digital Marketing Strategist, Globalization Project Lead, Watson IoT SaaS (B2B)** Apr '17 — Dec '17 [IBM](https://www.ibm.com/products/watsonx) New York, NY

Responsibilities

* Drove digital campaign strategy and global rollout of IBM’s Watson IoT AI SaaS platform, generating $4B in revenue through data-informed CRM, web, influencer campaigns, and paid media initiatives across 10+ international markets.
* Led agile product development and CMS migration, managing a remote UI/UX team through OKRs, sprints, and QA testing to deliver multilingual, AI-enhanced landing pages optimized for lead generation and localization.
* Applied Watson artificial intelligence and machine learning promotional concepts to support campaign personalization, A/B testing, and content adaptation across regions, enhancing user experience and conversion rates.
* Created analytics dashboards and KPI frameworks to measure cross-channel campaign performance, delivering real-time insights to product, design, and executive stakeholders.

**Digital Campaign Project Manager & Social Media Strategy Sr. Analyst (B2B/B2C)** Jul '15 — Dec '16 [DELL](https://www.dell.com/en-us) Plano, Tx

Responsibilities

* Managed end-to-end campaign execution for healthcare client Ascension, guiding websites, microsites, and social media launches through full SDLC while ensuring regulatory compliance (HIPAA, ADA, WCAG).
* Led data-driven campaign planning and performance tracking, using persona research, KPIs, and behavioral insights to inform content design, SEO/SEM strategy, and ad optimization.
* Executed multichannel content experiments using Adobe Experience Manager (AEM), Google Analytics, and Optimizely to A/B test and refine user engagement across live campaigns.
* Integrated SEO-aligned keyword modeling and metadata optimization to improve organic discovery and click-through performance across healthcare and B2B verticals.

**Sr. Digital Marketing Manager, 360° ECM (Existing Card Members) Strategy (B2C/D2C)** Jan '15 — Jun '15 [Citi](https://www.citi.com/) | Citigroup Long Island City, NY

Responsibilities

* Led omnichannel campaign delivery for portfolio-wide marketing initiatives targeting 30 million existing cardholders, spanning email, mobile, direct mail, digital wallets, and social engagement.
* Orchestrated mobile-first Go-To-Marketing strategy for upgrade offers and product positioning, aligning creative execution with performance benchmarks and user journey mapping.
* Collaborated cross-functionally with external media agencies and internal stakeholders to ensure campaign assets met Citi’s brand, legal, and data compliance standards across digital ecosystems.
* Utilized CRM data-informed analytics and segmentation to refine customer targeting and engagement, contributing to increased adoption of digital wallet and rewards features.

**EDUCATION**

**Technical Degree in DASSM™ - Disciplined Agile Senior Scrum Master**, Project Management Institute

**Bachelor of Science in Computer Science (Pursuing)**, Fairleigh Dickinson University

**Technical Degree in Project Management Professional (PMP)**, Anisfield School of Business, Ramapo College

**Technical Coursework in Business II: Contract and Proposal Writing**, Temple University

**Associate of Science (AS) Curriculum in Media Business & Communications**, Art Institute of Philadelphia

**CERTIFICATIONS**

[**Generative AI Overview for Project Managers**](https://www.credly.com/badges/882bebc2-95ff-4c19-93a8-ad8ce9045938), Project Management Institute (PMI)

[**AI Prompt Engineering for Project Managers Certification**](https://www.credly.com/badges/905da63b-d0e5-4478-b00f-2abe945c04c1), Project Management Institute (PMI)

[**AI Prompt Engineering Specialization Certification**](https://www.coursera.org/account/accomplishments/specialization/TK0HPQP66N5I), Vanderbilt University, Coursera

[**Project Management Professional PMP Certification**](https://www.credly.com/badges/31c4a969-436d-4755-aa33-7be896d987ec), Project Management Institute (PMI)

[**IBM Data Science Orientation Certification**](https://www.credly.com/badges/3c7a4306-68b3-4cfb-9e7e-22ac624f2d6b), IBM, Coursera

[**General Intelligence Quotient IQ Certification**](https://www.linkedin.com/in/e-potter-pmp/details/certifications/1746562760708/single-media-viewer/?profileId=ACoAACcaahABRygPfEazgHftHk5CjsvZkQHDwuA), Brain Metrics Initiative IQ Research

[**DASSM™ Disciplined Agile Senior Scrum Master Certification Course**](https://www.linkedin.com/in/e-potter-pmp/details/education/1748926949117/single-media-viewer/?profileId=ACoAACcaahABRygPfEazgHftHk5CjsvZkQHDwuA), Project Management Institute (PMI)

**TSA® TWIC® Homeland Security Clearance**, TSA-Controlled Airports & High-Security Maritime

**HTML CSS Web Design Certification**, City University of New York (CUNY) Graduate Center, NY

**Certified Google Analytics Individual Qualification**, Google

**ACHIEVEMENTS**

**B2B Ecommerce Sales Growth: Triton International**

Via geo-targeted omnichannel campaigns, I increased Triton's online sales by 22.7% within 3 months of redesigning new website, ultimately assisting in moving the *TRTN* stock price from $31 to $60 per share [prior to stock split].

**SaaS Marketing Strategy: IBM Watsonx Cloud**

Generated $4 billion in global sales revenue in eight months for IBM cloud-based SaaS, via dynamic CRM marketing.

**Mobile App DevOps: Pho3nix New Media**

Launched Sigma mobile gaming app, peaking at #14 on the USA iTunes Apps Chart (#9 in Canada, respectively), achieved via online digital marketing strategy, promotional influencer game testing, and email campaigns.

**SKILLS |** [**PORTFOLIO**](https://www.potteresq.com/projects)

**Project Management** Problem Solving, Team Collaboration, Cross-Functional Agile Leadership, Strategic Thinking, Process Improvement, Change Management, Risk Management, Lean, Waterfall/Hybrid Methods

**AI and Technology** Agentic & Gen AI, Large Language Models LLM, Natural Language Processing NLP, Chat GPT, Claude, Midjourney, Grok, Gemini, Fetch, ElevenLabs, Kubeflow, LangChain, AWS SageMaker

**Collaboration Tools** Jira, DevOps, Salesforce, Slack, Smartsheet, GitHub, HubSpot, Kanban, CRM Software, Analytics

**Ecommerce and Sales** Ecommerce Sales, SaaS, Brand Activations, WordPress, Drupal CMS, Shopify, Magento

**Digital Marketing** Digital Marketing, Omnichannel Strategic Brand Planning, Product Marketing, SEO/GEO, GA4, Search Console, Social Media Strategy, B2B and B2C Go-to-Marketing Strategy, Product Growth Marketing, Email Newsletters, SMS Marketing

**Product Management** Product Strategy, Customer-Centric Innovation, Go-to-Market (GTM) Execution, P&L Management, Stakeholder Communication, Agile Product Development, Lifecycle Ownership

**Customer Success Management** Voice of the Customer (VoC), In-App User Behavior Analytics & KPI Optimization, Customer Success Operations (CS Ops), Renewals & Upsell Enablement, Conversational AI / NLP Chatbot Integration, Gamification & Engagement Strategy, User Retention & Loyalty Programs