

Lester Littell

Knoxville, TN ■ leslittell10@gmail.com ■ 865.406.4471 ■ www.LesLittell.com ■ linkedin.com/in/lesterlittell/

An adaptable and innovative digital product leader with a track record of driving user engagement and business growth through thoughtful strategy and execution. Notable for being a visionary in developing scalable solutions that align with modern digital trends, delivering impactful results, and meeting organizational objectives. Thrives in cross-functional environments, bringing stakeholders together to craft intuitive products that resonate with end users.

Core Expertise

Strategic Planning | Customer Engagement | Product Ideation | Data-Driven Decision Making | Cross-Functional Collaboration | User Experience Design (UX) | Agile Methodologies | Customer Relationship Management (CRM) | Content Strategy Development | Digital Marketing Expertise | Budget Management | Workflow Optimization | Client Relations | Leadership & Mentorship | Project Coordination

Technical Expertise

HTML | CSS | Figma | Adobe XD | SEO/SEM | API Development | Video Production | Streaming Solutions | Data Visualization | Content Management Systems (CMS) | Analytics Tools | User Data Analysis (Qualitative & Quantitative) | eCommerce Platforms | Prototyping | Cloud Integration | Mobile Applications | Web Site, Platform, Application | SaaS

Professional Experience

Tusk Software | Knoxville, TN

Digital Project Manager - Contract

05/2025 – current

- Managed a team of designers and developers, building a custom enterprise management system for one of the largest property management companies in the country.
- Project planning, roadmap management, client relations, vendor coordination

Pilot Travel Centers | Knoxville, TN

Manager, Digital Products

06/2022 – 11/2024

- Directed a high-performing team of product managers to craft engaging digital solutions, including mobile apps, in-store kiosks, e-commerce platforms, and B2B/B2C applications, driving user engagement and business growth.
- Product Manager, led the development and execution for the flagship mobile app consisting of multiple mobile e-commerce, wayfinding, usability, onboarding and security features driving 10% growth year over year.
- Elevated the customer experience by analyzing market trends and customer needs to identify opportunities such as introducing native mobile reservations, achieving a 24% increase in mobile reservations.
- Redesigned and scaled the myRewards Plus mobile app, redefining the product vision and strategy to align with evolving user expectations, ensuring future growth and scalability across diverse business systems.
- Spearheaded a strategy and roadmap for the company's primary digital engagement platform, processing over \$7B annually and supporting a loyalty program linked to 40% of unique transactions.
- Transformed the mobile loyalty program architecture, accelerating release cycles while reducing system bugs through collaboration with design, engineering, and development teams.

Digital Product Manager III

01/2021 – 06/2022

- Managed multiple high-performing digital products by crafting end-to-end strategies, including go-to-market plans and robust performance measurement frameworks, driving seamless execution across cross-functional teams.
- Redesigned the Fuelbook mobile app user interface based on direct user feedback, leading the development team to implement a modern UX overhaul that increased monthly active users by 12% and improved gross profit impact.

- Enhanced partner integrations with a self-service portal, expanding reach of digital engagement and loyalty interactions by deploying custom APIs, contracts, service-level agreements (SLAs), and detailed documentation.
- Led the architectural modeling, strategy, vision and integration roadmap for the enterprise content management system, Contentstack into guest facing digital products including mobile apps, kiosks, websites and other digital touchpoints.

BigWheel/DMG-Bluegill/DMGx | Knoxville, TN

Project Manager

11/2015 – 01/2021

- Maintained close collaboration with clients to craft and execute tailored digital marketing strategies while managing long-term digital product development. Guided new clients from project inception to completion, overseeing 7-12 concurrent projects.
- Redesigned digital tools for independent mobile home dealers, launching a B2B2C platform that achieved an 80% conversion rate and reduced lead acquisition costs to \$1.75 per lead.
- Reengineered Disney's interactive quiz platform, achieving 166+ million engagements in the first year and sustaining 32% annual growth for three consecutive years by developing a scalable and adaptable system for on-air and sponsor-driven events.
- Streamlined supply chain operations for local breweries by introducing a B2B marketplace platform that fostered real-time communication, enhanced analytics, and improved short- and long-term planning capabilities for stakeholders.
- Conducted research, defined scope, estimation, created detailed project plans, managed resources, met deadlines.

Production Manager

06/2005 – 11/2015

- Oversaw project planning, scheduling, and resource allocation while directing teams to craft intuitive information architectures and deliver exceptional front-end development.
- Developed high-profile websites, including DIYNetwork.com, FineLivingTV.com, and SupraBoats.com, setting benchmarks for engaging user experiences, performance and robust digital functionality.
- Directed photo and video production, including live coverage of the WWA Wakeboard World Championship, and implemented video streaming solutions for NASCAR and ACC events in collaboration with Raycom Media.
- Partnered with Scripps Networks to design dynamic microsites, sweepstakes, and interactive engagement tools that bridged the gap between on-air broadcasts and online audiences.
- Guided teams in developing digital platforms for global manufacturers, industrial leaders, publishers, and national non-profits, delivering solutions tailored to diverse stakeholder needs.
- Overhauled IMSA's digital platform, driving a 61% increase in user engagement and reaching 5.8 million active users by creating a modern, high-performance website for North America's leading sports car racing organization.

Education & Certifications

Bachelor of Arts in Graphic Design

University of Tennessee – Knoxville, TN

Certified Scrum Product Owner (CSPO)

Scrum Alliance