Michele Kempinsky

Product Manager

CONTACT

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SUMMARY

Experienced Product Manager and User Interface Engineer with a background in the hospital and healthcare industry. Skilled in JavaScript, modern frameworks, WordPress, Salesforce, and web development. Demonstrated success leading cross-functional teams to drive product growth, enhance digital experiences, and boost conversions. Combines data-driven decision-making with a strong engineering foundation from a Vocational Degree in Full-Stack Software Development and Web Design.

EXPERIENCE

American Addiction Centers - *Product Manager*

September 2024 - Present

Product Manager at AAC overseeing initiatives to increase site traffic, lead volume, and lead quality across corporate and niche web products. Managed the full product lifecycle from problem identification to execution, collaborating with cross-functional teams and vendors. Utilized A/B testing and data-driven insights to optimize performance and support organizational growth. Was able to take one of our smaller websites from 2,500 weekly sessions in September 2024 to 9,000 weekly sessions in May 2025. This came with a 50% lead volume increase.
Key Technologies: Jira, Confluence, ABTasty, Heap, Google Analytics, PowerBI, Salesforce, Callrail

American Addiction Centers - *Frontend Engineer*

July 2018 - September 2024

Lead engineer for American Addiction Centers' corporate website, helping develop and manage a headless CMS platform for Next.js. Implemented API integrations with insurance verification services and Salesforce to streamline lead processing and improve data accuracy. Supported the nation's leading provider of addiction treatment in leveraging data-driven development, SEO best practices, and modern web technologies to optimize lead generation across a portfolio of websites.
Key Technologies: React, Next.js, Javascript, Html, Css, Wordpress, Php

Agent Elite - *Web Developer*

August 2017 - February 2019

Website Creation, Website Marketing, Search Engine Optimization, Real Estate Agent and Broker Website Creation, Embedded Lead Capture, Real Estate Property Search, Real Estate IDX, Social Media Marketing and Web Integration.
Key Technologies: Jquery, Javascript, Html, Css, Wordpress, Php

3 Screens - *Frontend Developer*

January 2017 - June 2017

3 Screens, a software development firm, focusing on data-driven design and development. Leveraging the latest technologies in iOS and Android platforms, as well as responsive web design and development practices, to reach audiences in an integrated, multi-screen environment. Partnering with clients to help develop a "3 Screen" strategy delivering device-agnostic experiences and native application development.
Technologies: Jquery, Javascript, Html, Css, Wordpress, Shopify

SKILLS

Tech & Design: JavaScript, HTML, CSS, PHP, React.js, Next.js, JSX, jQuery, WordPress, Shopify, Node, npm, Docker, Git, REST APIs, Amazon Web Services (AWS), Google APIs, Hotjar, InVision, Abstract, Figma, Storybook

Product: Salesforce, ABTasty, PowerBI, Jira, Confluence, CallRail, OptinMonster, Google Analytics, Google Tag Manager, Omnichannel, Persona Studies, Segments, User Journeys

Interpersonal, Management, Efficiency: Agile Sprint Planning, Scrum, Leadership, Teamwork, Personal & Approachable, Eager to help others, Detail Oriented, Organized, Excellent written & verbal communication, Invites constructive criticism and educational opportunities

EDUCATION

Origin Code Academy - San Diego, Ca
Origin Code Academy is a coding bootcamp in San Diego that teaches the fundamentals and best practices of full stack web development in 12 weeks. Core focuses in the class include client-side development using HTML5, CSS3 and AngularJS, server-side development using .NET 4.5, C#, ASP.NET Web API, Entity Framework and SQL Server, with a secondary focus on full-stack JavaScript development using the MEAN stack.

Bellevue College - Bellevue, Wa - *Associate Arts Degree*

Bellevue College is a leading public institution of higher education in the Pacific Northwest, located in Bellevue, Washington, just outside of Seattle.