

KELLY BUNCH

316.461.3526 | kelly@kellybunchco.com

Polished writer with passion for mental and physical health, wellness space, travel, relationships, and career. Results-driven product manager with a track record of leading cross-functional teams to deliver innovative and customer-centric solutions that drive growth. Strong expertise in product strategy, market analysis, and end-to-end product development. Exceptional talent in transforming customer insights into actionable product roadmaps and delivering exceptional user experiences. History of success in aligning diverse teams around shared goals, managing complex product portfolios, and optimizing product-market fit. Committed to driving both top-line revenue and customer satisfaction, focused on fostering collaboration, championing data-driven decision-making, and scaling product initiatives that meet evolving market needs while ensuring long-term success.

KEY SKILLS

Freelance writing | Editing | Content Marketing | Community Organization
Product Marketing & Sales Enablement | Problem – Solving | Strategic Planning | Event Management
Product Vision & Strategy | Team Leadership & Management | Agile Product Management (Scrum & Kanban)
Market & Customer Research | Cross-Functional Collaboration | Product Development & Go-to-Market
Backlog Prioritization & Execution | Business Case Development & Product Investment | Innovation

PROFESSIONAL EXPERIENCE

Self Employed

Present

Freelance Writing/Consulting, August 2024 – Present

- Writing featured in Thrive, Made in KC Explore, KC Options Magazine, If You Ever Anthology, and more.

Service Management Group, Kansas City, Missouri

2019 - 2024

Group Product Manager, April 2023 – August 2024

- Managed a team of 4 product managers (all levels)
- Owned vision and execution of mobile and desktop reporting experiences.

Senior Product Manager, September 2019 – April 2023

- Led teams to bring new offerings to market.
- Defined client/market needs, defined strategy, and prioritized backlog for mobile customer experience reporting, text analytics, brand, and employee experience products.
- Managed cross-departmental collaboration with data science, client insights, marketing, sales, and technology.
- Developed and presented business cases for product investments.
- Engaged in consistent customer research and design validation.
- Owned competitive and market research for my products.
- Developed product marketing/sales enablement materials.
- Won the Innovation Award in the 2021 SMG hackathon (as a team).

Ad Astra Information Systems, LLC, Overland Park, Kansas

2006 – 2019

Product Manager, June 2016 – September 2019

- Acted as product owner in an Agile environment (Scrum and Kanban).
- Defined client needs and prioritized backlog.
- Completed customer research and design validation.
- Developed product marketing/sales enablement materials.
- Managed product launches.
- Acted as liaison between “business” and “technology”.

Business Analyst, August 2015 – June 2016

- Designed and wrote software/product requirements and wireframe mockups.
- Worked with the development and quality assurance team to ensure correct execution.
- Managed session content for the annual users' conference. Co-managed Client Advisory Board.

Implementation Consultant and Project Manager, January 2014 – August 2015

- Managed up to 24 software implementation, training, and conversion projects simultaneously.
- Closed 18 core projects in 2015 (more than the rest of the team combined).
- Surpassed goal of less than 20 percent time length variation.
- Consulted and trained clients on how to implement and use Astra Schedule software (including traveling engagements within the USA and Canada).
- Appointed to the product management team (subject matter experts).
- Managed session content for the annual users' conference.

Manager of Education, May 2012 – January 2014

- Managed and created all internal and external training programs.
- Delivered training to clients and employees.
- Created training/learning materials (videos, manuals, etc.)
- Managed session content for the annual users' conference.

Marketing Communications Manager, December 2009 – May 2012

- Created and executed client communication and strategic marketing campaigns.
- Responded to requests for proposals.
- Provided support for the sales team.
- Organized annual users' conference.
- Created all marketing literature.
- Managed Client Advisory Board.
- Website management, oversight, and development.

Marketing Coordinator, May 2006 – December 2009

- Executed client communication and strategic marketing campaigns.
- Responded to requests for proposals (\$1.5 million in revenue from RFP wins)
- Provided support for the sales team.
- Organized all tradeshows and conferences, including the annual users' conference.
- Created all marketing literature.

EDUCATION & CERTIFICATIONS

Bachelor of Science (BS) in Journalism | University of Kansas
William Allen White School of Journalism and Mass Communications

Web Marketing Certificate

Johnson County Community College

UX Bootcamp Certification

Useagility

200-Hour Registered Yoga Teacher

The Thread: Women's Leadership Collective 2025

Sustenance Writing Community 2024 - Present