

Karen McLellan

Calgary, AB | contact@karenmclellan.com | 403-993-5874 | www.linkedin.com/in/krmclellan

PROFESSIONAL SUMMARY

Product leader with over 10 years delivering exceptional digital experiences, from product microcopy, to page-level information hierarchies and simple, easy-to-use software features. Proven ability to drive measurable business impact and securing buy-in for product features and content strategy.

AGILE LEADERSHIP & CORE COMPETENCIES

<i>Category</i>	<i>Skills and Proficiencies</i>
Product Strategy & Delivery	Product Management, E2E Product Lifecycle, Strategic Roadmapping, Discovery, Requirements Gathering, User Story Writing, Creative Sign Off and Accountability, Stakeholder Presentations, Agile (Scrum/Product Owner), Experimentation (A/B testing), Critical Thinking, Problem Solving
Content Strategy & UX Writing	Content Design, UX Writing, Content Management, Content Migrations, Technical Writing, Copywriting, WCAG 2.0 Accessibility Standards, UX Research & Usability Testing, Interaction Design, Brand Voice Alignment
Data & Technology	AEM, Drupal, Adobe Analytics, Heatmaps (Contentsquare), Azure DevOps, JIRA, Confluence, Office 365, Productboard, LucidChart/Visio, Miro/Figma, Gemini, Cursor, VS Code, HTML, CSS

PROFESSIONAL EXPERIENCE

H&R Block | Calgary, AB

Digital Product Manager (Contract)

May 2026 — present

- Leading the product strategy and roadmap for the internal tax preparation software: working with development, UX and content teams to optimize and enhance the user experience while delivering current tax requirements and optimized features for the upcoming tax season.

WestJet | Calgary, AB

Senior Product Owner, eCommerce & Loyalty

April 2021 — November 2025

- Led the full eCommerce product lifecycle within a massive Loyalty program transformation project, managing scope, resources, and requirements to ensure high-value feature delivery aligned with core business objectives.
- Defined and prioritized product backlogs and feature roadmaps based on data, including A/B testing, Adobe Analytics analysis, user feedback, and qualitative UX research, focusing specifically on reducing friction across the booking experience.

- Secured alignment for high priority eCommerce initiatives by presenting trade offs to executive stakeholders and helped mature relationships by implementing a product management framework (OKRs and Monthly Stakeholder Reviews).
- Provided strategic direction, mentorship, and effective onboarding for new Product Owners, elevating team capability and consistency.

Digital Content Strategist

February 2019 – April 2021

- Successfully managed the end to end content migration process from TeamSite to Adobe Experience Manager (AEM), creating and overseeing 300+ pages in both English and French to ensure business continuity.
- Transformed complex regulatory, policy, and marketing language into accurate, concise, guest-friendly web content that improved findability (SEO) and readability.
- Wrote conversational responses to train intents for a virtual assistant during peak COVID demand, directly optimizing self service and reducing operational costs.
- Leveraged UXR to inform product microcopy, error messages and UI content to guide the user through multiple product flows.

Ambrose University | Calgary, AB

Web Manager

January 2017 – February 2019

- Managed the content preparation and issue resolution for a major institutional website migration, launch and ongoing technical and content maintenance management.
- Mapped complex registration processes and built conditional forms to streamline intake for residence and conference leaders, increasing self service for students.

Freelance Technical Writer | Calgary, AB

February 2015 – December 2016

- Delivered high-quality documentation, including writing and editing new business proposals, detailed software specifications, and comprehensive process documents for enterprise clients.

EDUCATION & PROFESSIONAL DEVELOPMENT

Mount Royal University | Calgary, AB *Technical Writing Extension Certificate*

Saint Mary's University | Halifax, NS *Bachelor of Arts (History Major, Business Minor)*

Continuing Education

- Learning about AI with courses (Google AI Essentials March 2026) and by using AI tools for professional strategy and technical experimentation.
- Completed relevant courses in Web Development (Udemy 2018), Ruby/Rails (Codecademy 2016), JavaScript/SQL (Codecademy 2015), and Webpage Design (SAIT 2011).