

JAMES WELLS SHELLNUTT

EMAIL: JAMESWELLSWORK@GMAIL.COM PHONE: 760.809.1078

EXPERIENCE

PRINCIPAL PRODUCT MANAGER

GEL BLASTER LLC - AUSTIN, TEXAS - JULY 2021 - PRESENT

- Assisted companies growth in valuation from \$500 thousand to \$100 million.
- Responsible for all aspects of product creation, sustainability, manufacturing & brand integrity.
- Instrumental in securing retailers including Walmart, Target, BestBuy, Scheels & toy stores across the United States.
- Daily communication with engineers, product development & international manufacturers to ensure deadlines are met.
- Generate barcodes, GTIN, SKU's, PDR's & product detail sheets for in-store sales & systems.
- Create & approve brand copy for marketing, in-store retail, online, product packaging & instructions.
- Competitive analysis & testing of other brands to ensure product superiority.
- NetSuite integration to track all product management work, tasks, sales & deadlines.

PRODUCT DEVELOPMENT & BRANDING

GEL BLASTER LLC - AUSTIN, TEXAS - DECEMBER 2019 - JULY 2021

- Co-creator of Gel Blaster; instrumental in creating demand for gel gun market in the United States.
- Set-up testing protocols & baselines for R&D, selected gel guns for re-engineering with international manufacturer.
- Prepped, primed/painted over 5k original Gel Blasters & created in-house shipping/logistics facility.
- Filmed instructional videos for products & brand recognition campaigns.
- Cultivated the brand voice & public persona as "James the Gel Blaster Guy".
- Managed all social media; Instagram, Facebook, TikTok & YouTube posting schedules, copy, & post optimization.
- Established sponsorship with companies such as Exile Skimboard, Blenders Eyewear, Sweet Kendamas & more.
- Cultivated relationships with influencers, non-profits, professional paintball, skimboard, skateboard & surf leagues.
- Toured U.S. creating brand awareness & interacting with the community building trust with customer base.

PROJECT DEVELOPMENT & ENGINEERING

GUINN PARTNERS - AUSTIN, TX DECEMBER 2018 - DECEMBER 2019

- Worked with multiple high tech start-ups to accelerate product development from the ground up.
- R&D for conceptual engineering, testing, piloted & refined projects & designs for clients.
- Clients included Gel Blaster, Boy Scouts of America, Doosan Corporation, Lift Aircraft, Ocean Alpha & TiaSync.
- Carbon fiber composite & lamination, prototyping with 3D printers, laser jet cutters & CNC machines.
- Custom refinement, workflow implementation, test matrix architecture & product development.
- Worked with team of engineers to ideate, design & test, materials & components on drones/experimental aircraft.
- Attended the private M.A.R.S conference to debut Lift Aircraft to Jeff Bezos in Palm Springs.
- Initial prototyping began on first Gel Blasters & transitioned to full time to gel gun product development.

UAV SYSTEM OPERATOR & SOFTWARE DEVELOPER

DRONEUP - SAN DIEGO, CA FEBRUARY 2018 - NOVEMBER 2018

- Plan & execute flight test schematics for new software features, electronics, sensors & payloads.
- Perform hands-on mechanical & electrical integration of new hardware components on the internal test drones for R&D.
- Work directly with app development team as internal beta tester to refine UI & UX.
- Define & validate customer work flows to enhance user experience.
- Drive collaboration with business development & customer teams to incorporate feedback & feature requests.
- Research domains & competitors to propose new drone applications as well as improvements in existing applications.
- Assisted in drone focused training missions for Search & Rescue teams throughout the United States following FAA regulations.

TRAINING

GS1 Barcode (GTIN, SKU's) - Gel Gun Design & Engineering - Shopify - Marketing & Branding via All Social Media Platforms - Fusion 360 Auto CAD - Carbon Fiber & Lamination - Mechanical & Electrical Engineering - 3D Printing - Laser Jet Machines - NetSuite - Excel & All Google platforms - FAA Part 107 Certified - Drone Construction, Software & Repair

SKILLS

- In-depth experience & knowledge of creation, engineering, development & execution of new products
- Develop & evaluate new campaigns to raise brand profile & reinforce product position in the market
- Excellent leadership & communication skills with focus on great relationships with manufacture & customer base
- An affinity for product creation for exceptional experiential marketing & consumer experience
- Excels in product development, management, consumer/retailer/manufacturer relations, market research & R&D