

Forrest Kretchmer

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EXPERIENCE

Product Manager

Jan 2021 – Present

Consultant

Sacramento, CA

- Leading shopper activation projects for Tyson Foods' emerging brands, resulting in an **18% increase in customer acquisition**
- Optimizing client infrastructure across sales and marketing to significantly enhance operational efficiency
- Implementing verified purchase campaigns, resulting in a **28% increase in repeat customer purchases**
- Revamping e-commerce conversion funnels, optimizing UX and **increasing lead conversion rates by 24%**

Product Manager

Apr 2019 – Dec 2020

RedDoor

Sacramento, CA

- **Led a team of developers** to successfully launch a customized suite of B2B and B2C mortgage origination tools
- Streamlined the user onboarding process, **enhancing completion rates by 60%**
- Implemented Plaid for income and employment verification, reducing upfront data acquisition costs per user by 22%

Project Manager

Jan 2018 – Dec 2019

eXp Realty

Sacramento, CA

- **Achieved a 34% increase in qualified lead conversion** through iterative marketing and sales strategies
- Streamlined sales automation processes, shortening average house sales closing time by 5 days per client
- Developed a comprehensive CRM system that seamlessly guided clients through the homeownership process

PROJECTS

RedDoor HOME

- Served as Product Manager for the RedDoor HOME app for homebuyers and RedDoor Keychain for loan origination
- Developed a robust onboarding strategy that enhanced **income verification leveraging Experian data**
- Designed a notification system that updated real estate professionals and clients throughout the sales process
- Contributed to the successful integration and configuration of our loan aggregation system, **enabling seamless querying of 80+ loan providers for optimal interest rates**

DeductIt

- Leveraged a modern tech stack including Next.js, NextAuth, Tailwind CSS, TypeScript and Prisma
- Implemented infinite scrolling feature for dynamically loading posts, **reducing initial page load time significantly**
- Utilized optimistic updates to improve UX by making data interaction more responsive
- Integrated advanced caching using Upstash Redis, **reducing server response time and database load**

Vinland

- Developed using Next.js, NextAuth, Tailwind CSS, TypeScript, Prisma, Postgres and Stripe
- Integrated Stripe Payments Intents API for seamless in-app transactions, **improving user retention and reducing revenue loss from abandoned carts**

SKILLS

Languages : JavaScript (Next.js), HTML/CSS, Node.js, Typescript, SQL

Tools : Jira, Trello, GitHub, Hubspot, Postman, Miro, Sketch, Notion