Paul Griffin

AMAZON PRODUCT MANAGER

Details

1515 Pacific Ave, Los Angeles, CA
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NATIONALITY
American

DRIVING LICENSE
Full

PLACE OF BIRTH
San Antonio

Links

Linkedin

Facebook

Twitter

Skills

Amplitude, Domo, Geckoboard, Google Analytics, GoodData, Heap, Mixpanel, Pendo, Segment

FormStack, Google Forms, Idea Scale, Qualtrics, Spigit, SurveyMonkey, TypeForm, UserVoice, Wootric

Axure, Balsamiq, Figma Design, Flaticon, Framer, InVision, MockingBird, LiveShare, Moqups, Sketch, UXPin

Adobe Target, Appsee, Clicktale, FullStory, Helio, Hotjar, Lookback, Optimizely, SessionStack, Usabilia, UserTesting, UXCam, Validately

Appcues, Evergage, Hopscotch, Inline Manual, Intercom, UserIQ, Tour My App, WalkMe, Whatfix

AHA, Confluence, GoToMeeting, G-Suite, Hangouts Chat, Microsoft Office 365, Slack, Zoom, Facebook Live, Quipp

Asana, Monday, Trello, Jira, PivotalTrcker, Rally,

Profile

Highly competent Product Manager with eight years of experience in Agile product development for e-commerce platforms in the ICT technology space. Co-led product development for a commercialization strategy or green fitness products and supplements for the Africa Market. Tasked with the responsibility to re-design UX and UI for multiple social media platform landing pages and online shopping functionalities. Holds a Masters Degree in Computer Sciences with a double major in Digital Marketing.

Employment History

E-Commerce Product Manager, Takealot, Macclesfield
JULY 2019 — JULY 2020

Increased customer acquisition by 54% by implementing a new E-commerce listing creation process to streamline subscriptions

- Manage project, program and product teams
- Integrate software development, testing, and technology design with e-commerce business requirements
- Translate customer needs into product features, pricing models and UI design
- Analyze market and customer engagement statistics on pilot projects to determine viability for mass launching
- Define product requirements and specifications to deliver successful user experiences
- Apply data and back-end customer engagement metrics to motivate assumptions and assertions of business value
- Conceptualize, facilitate and manage multiple projects at a time
- Build systems to spearhead critical decisions of global e-commerce strategies

Senior Product Manager, Amazon, Buffalo Grove
JANUARY 2017 — MAY 2019

Reclaimed $86K in revenue by restructuring sales territories according to product lines instead of locations

- Reverse engineer product tweaks by working backward from customer feedback data
- Focus on friction-free, easy to use product platforms to solve customer issues and enhance the online shopping experience
- Contribute feedback suggestions and potential solutions throughout each phase of the product life cycle from conceptualization through to launching stages
- Act as the end-to-end owner of five product channels
- Manage product business cases to identify product value propositions, define unique customer experience specifications and craft marketing plans to enhance customer adoption levels
- Formulate insights and design innovative action plans to leverage new ideas regarding product designs and improvements to existing product offerings

Junior Product Manager, Wish, Mannheim
JANUARY 2014 — JULY 2016

Increased average order value by 30% year on year by creating a mobile app for online shopping

- Collect system and business requirements from external and internal customers and drive project schedules accordingly
- Lead and coordinate product launches and feedback surveys
- Accountable for making appropriate trade-offs between product features and time-to-launch deadlines