

# FIRST LAST

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Product manager with 8+ years of experience leading conversion optimization and development of enterprise-oriented products. Led teams of 5-15 people across technology, business and design.

## PROFESSIONAL EXPERIENCE

Resume Worded, New York, NY

2020 – Present

### Product Manager

- Proposed solution and built team to solve number one cause of customer complaints, and completed project six months ahead of schedule.
- Reduced development costs by 25 percent by creating a plan to merge related products into one, more streamlined product.
- Oversaw integration of an external technology solution by leading 5 developers and 9 testers from two companies, resulting in an additional \$1MM of sales.
- Conducted evaluative testing with 10+ participants using InVision and UserTesting.com; synthesized and designed against findings which reduced bounce rate for primary user flow by 30%

Growthsi, San Diego, CA

2016 – 2020

### Assistant Product Manager (2018-2020)

### Junior Project Manager (2016-2018)

- Promoted within 18 months due to strong performance and organizational impact (one year ahead of schedule)
- Led the transition to a paperless practice by implementing an electronic booking system and a faster, safer and more accurate business system; reduced cost of labor by 30% and office overhead by 10%.
- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%.
- Coached 30 summer interns and launched a mentorship program for new joiners in the Berlin office.

Rofocus, New York, NY

2012 – 2016

### Operations Analyst

- Managed redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time.
- Tip to jobseeker:** Bullet points should be in format [Action Verb] [Accomplishment] [Metric];

## EDUCATION

Resume Worded University, San Francisco, CA

2012

### Bachelor of Computer Engineering

- Awards: Resume Worded Teaching Fellow (only 5 awarded to class), Dean's List 2012 (Top 10%)
- Completed one-year study abroad with Singapore University

## SKILLS & OTHER

**Skills:** Proficient in Design and Prototyping tools, specifically Figma/Sketch; Familiar with Python, Tableau, and Data Visualization tools; Experienced with Conversion Rate Optimization, Agile Project Management, Business Analysis, and Software Development Life Cycle (SDLC)

**Extra-curricular:** Organized Product Manager Conference with 500+ attendees

**Volunteering:** Volunteer 20 hours/month at the ABC foundation, leading pro-bono city projects