





EVANDER HAYES

Salesforce Product Manager

CONTACT

e.hayes@email.com 
(123) 456-7890 
Philadelphia, PA 
[LinkedIn](#) 

EDUCATION

Bachelor of Science
Engineering
University of Pennsylvania
2012 - 2016
Philadelphia, PA

SKILLS

Salesforce
Jira
Google Analytics
Slack
Marketo
Tableau
Figma
Optimizely
GitHub
SurveyMonkey

WORK EXPERIENCE

Salesforce Product Manager

Bristol-Myers Squibb

2023 - current / Philadelphia, PA

- Organized and conducted training sessions for over 53 sales representatives on Salesforce best practices, improving CRM adoption rates by 38%
- Adopted Jira for project tracking and workflow automation, reducing project delivery times by 18 hours per project and improving cross-team efficiency by 46%
- Enhanced version control and collaborative coding using GitHub, streamlining development workflows and reducing code conflicts by 31%
- Spearheaded the implementation of Salesforce Sales Cloud, increasing lead conversion rates by 36%

Lead Product Manager

Chubb

2019 - 2023 / Philadelphia, PA

- Used Slack for team collaboration and communication, improving project coordination and reducing turnaround times by two days
- Systematized customer feedback collection through Salesforce and SurveyMonkey, reducing product development cycle times by six weeks and increasing the speed of issue resolution
- Utilized Optimizely for A/B testing product features for user experiences, boosting conversion rates by 26% and yielding an extra \$1.3 million in annual revenue
- Implemented marketing automation strategies through Marketo, increasing lead engagement by 22% and conversion rates by 14%

Associate Product Manager

Rite Aid

2016 - 2019 / Philadelphia, PA

- Built and managed product dashboards in Tableau, providing insights that increased product performance by 18%
- Executed eight email marketing campaigns using Marketo, boosting open rates by 29% and click-through rates by 23%
- Leveled up product development efficiency by 31% by streamlining project management workflows in Jira
- Created and managed Figma prototypes for 12 new product designs, achieving a user satisfaction rating of 4.2 out of 5 and saving seven hours per design iteration