

Zephyra York

SAAS Product Manager

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(123) 456-7890

Ann Arbor, MI

[LinkedIn](#)

WORK EXPERIENCE

Techsmith - SAAS Product Manager

2020 - current

Ann Arbor, MI

- Spearheaded the launch of a new cloud-based collaboration tool within Figma with an 86% adoption rate
- Monitored performance on Google Analytics, *executing insights that increased monthly visitors by 43K*
- Trimmed response time by three minutes via Slack-Salesforce integration for customer support workflow
- Advocated using Jira to streamline product development cycles, slashing the average release time by 18%

Xos Trucks - Junior Product Manager

2023 - 2020

Ann Arbor, MI

- Streamlined user onboarding using SurveyMonkey feedback, cutting the time to activation by 17 hours
- Used HubSpot segment data users for a marketing campaign that surged trial sign-ups by 1,056 in a quarter
- Streamlined reporting with Tableau, expediting data retrieval by 31% and saving 11 hours per week
- Reviewed A/B test outcomes in Optimizely, *increasing conversion rates on the product landing page by 9%*

Rivian Automotive - Product Coordinator

2021 - 2023

Ann Arbor, MI

- Processed customer feedback on Salesforce, boosting Net Promoter Score by 2.3 via key issue resolution
- Evaluated the success of new features via Figma prototypes, improving user engagement by 19%
- Supervised the synchronization of product development tasks in Jira, meeting six critical deadlines earlier
- Tracked code changes and issues in GitHub, *slashing bugs by 26% and post-launch problems by 41%*

EDUCATION

University of Michigan - Bachelor of Science, Computer Science

2014 - 2018

Ann Arbor, MI

SKILLS

- Salesforce
- Jira
- Google Analytics
- Figma
- Optimizely
- Slack
- HubSpot
- GitHub
- Tableau
- SurveyMonkey