ANA TODOROVIC

SENIOR PRODUCT MANAGER
11+ years of experience leading and completing complex products E2E

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SUMMARY

Senior Product Manager with 11+ years of experience leading complex software products and cross-functional teams. Currently driving eCommerce initiatives at T-Mobile, managing developers and delivering revenue generating features such as Add a Line for Metro. Track record of scaling products and teams, including growing business revenue from $1.3M to $16M per year at System1. Combines technical expertise in modern development stacks with strong business acumen and global stakeholder management. Committed to continuous growth through ongoing education, currently pursuing a UX certification to complement an MIT Data Science certification, UW Content Strategy certification, and full-stack development background. Experience in data-driven product strategy across telecommunications, enterprise software, and digital media.

WORK EXPERIENCE

Senior Product Manager, Technical

T-Mobile | 2022 - Present

- Coordinate 30+ developers across 4 teams creating new eCommerce capabilities for T-Mobile and Metro domains
- Implement the Metro Add a Line project, bringing in ~$30k revenue per day since launch
- Align stakeholder visions and priorities by creating and prioritizing epics, stories and product roadmaps
- Use agile methodologies to create end to end experiences through ideation, epic/story writing, UX design, development, testing and deployment
- Help UX create mocks in Figma and assist developers with CSS when teams are shorthanded
- Analyze, forecast and report on burn-down rates, story statuses and project pacing

Product Manager

Brainshark | 2022

- Work with customers, stakeholders, designers and developers located around the world to plan and implement features for sales enablement analytics
- Update UI/UX design processes to implement changes more efficiently
- QA new features before deployment and log issues in Jira
- Create documentation to standardize processes, train customers and onboard new employees
- Use competitor market research and internal data to make data driven decisions

Program Manager II

Microsoft | 2021-2022

- Coordinate technical and business requirements with teams in India, The Netherlands, Brazil and Germany.
- Work with Coursera, Pluralsight, Udacity and other online learning platforms to develop courses, resources and certifications for Microsoft Azure.
- Create and analyze performance reports using Power BI and Excel.
- Research potential partners, draft business plans for new collaborations and set up contracts to expand our business.
- Meet with partners biweekly to share data and ensure course quality.

Technical Product Manager & Founder (People Manager)

Obsessedly | 2019-2021

- Plan, design, and develop the MVP of Obsessedly from 0 to launch using React.js, Next.js, Snowflake and Firebase
- Work with a team of 4 developers to create new features focused on improving the user experience
- Manage a team of 6 writers, editors and image curators to scale content monetized through display ads
- Create roadmaps for obsessedly.com in Jira based on feedback from internal and external customers
- Use data from Snowflake, Google Analytics, Google Ad Manager and Google Tag Manager to ideate and strategize new features
- Review and deploy code using Github and Heroku

Product Manager (People Manager)

HowStuffWorks, System1 | 2016-2019

- Interview, hire, train and manage 110+ contract & freelance writers, editors, image editors and translators to create 200+ unique content pieces per week, complying with Google and Facebook policy requirements and copyright law.
- Increased revenue of the content business from $1.3M to $16M per year within 3 years.
- Use Jira, Slack and Asana to communicate with three offices and multiple teams to coordinate A/B tests, prioritize internal tooling improvements, log bugs and address user feedback.
- Use Tableau, Amazon Redshift, Google Analytics and Google Ad Manager to analyze the performance of 20,000+ pieces of content across three sites and guide week-by-week content production.

Product Planner

K2 Sports | 2013-2015

- Manage production and sales across four product lines: Line Skis, Madshus Skis, K2 Helmets and K2 Goggles.
- Use Excel to calculate purchase volume, monitor costs and production numbers, manage inventory, oversee production schedules and forecast for capacity planning.
- Coordinate with 13 factories, engineers and K2 international to get products built and shipped in line with production forecasts.

SKILLS

- SQL
- React
- Javascript
- HTML
- CSS
- Git
- Heroku
- Firebase
- Amazon Redshift
- Excel
- Jira
- Bash
- Google Ads Manager
- Tableau
- Snowflake
- Figma
- Google Cloud Platform
- Google Analytics

ACADEMIC BACKGROUND

MIT
Certificate in Data Science and Machine Learning | 2022

University of Washington
Full Stack Coding Bootcamp | 2019

University of Washington
Certificate in Content Strategy and Storytelling | 2017

Seattle Pacific University
Bachelor of Arts in Business Administration | 2012