

# ANA TODOROVIC

## SENIOR PRODUCT MANAGER

11+ years of experience leading and completing complex products E2E

Email: [todorovica2137@gmail.com](mailto:todorovica2137@gmail.com)

Phone: (425) 941-8110

Profile Site: <https://iwouldlikeajobplease.com>

## 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 such as Add a Line, Multiline Upgrades, Yearly Upgrades, and Mixed Transactions
- 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

#### Brainspark | 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 more than tenfold 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        | • Heroku          | • Google Ads Manager    |
| • React      | • Firebase        | • Tableau               |
| • Javascript | • Amazon Redshift | • Snowflake             |
| • HTML       | • Excel           | • Figma                 |
| • CSS        | • Jira            | • Google Cloud Platform |
| • Git        | • Bash            | • 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