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EMILY CHEN - Senior Product Manager
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Austin, TX
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PROFESSIONAL SUMMARY

Product Manager and Business Analyst with 4+ years of experience driving product strategy and market growth. Skilled in user research, data analytics, and cross-functional collaboration. Proven track record of launching successful products generating $50M+ in revenue. Passionate about leveraging AI/ML to solve real-world problems.

TECHNICAL SKILLS

Product Development: Product Strategy, Roadmapping, User Research, Wireframing
Analytics: Google Analytics, Mixpanel, Amplitude, SQL, Excel, Tableau
Tools: Jira, Confluence, Figma, ProductBoard, Asana, Slack
Methodologies: Agile, Scrum, Lean, Design Thinking, OKRs
Soft Skills: Leadership, Cross-functional Collaboration, Stakeholder Management, Communication
Business: Market Analysis, Competitive Intelligence, Go-to-Market Strategy, Pricing

PROFESSIONAL EXPERIENCE

Senior Product Manager | TechVentures Inc. | Austin, TX | Jan 2022 - Present
- Led product strategy for AI-powered analytics platform serving 500+ enterprise customers
- Increased user engagement by 45% through feature optimization and personalization
- Launched 3 major product releases generating $15M in new revenue
- Managed cross-functional team of 20+ engineers, designers, and marketers
- Reduced customer churn by 30% through user research-driven improvements

Product Manager | SaaS Startup | Austin, TX | Jun 2020 - Dec 2021
- Drove product adoption from 0 to 10K users in first year through strategic launches
- Implemented analytics framework tracking 100+ KPIs across customer journey
- Increased customer lifetime value by 60% through data-driven product decisions
- Collaborated with sales team to understand customer pain points and market opportunities

Business Analyst | Enterprise Software Co. | Chicago, IL | Feb 2019 - May 2020
- Analyzed market trends and competitive landscape to identify new business opportunities
- Conducted user interviews with 50+ customers to validate product ideas
- Created product requirements documents for 10+ feature launches
- Supported sales team by providing competitive analysis and pricing recommendations

EDUCATION

Master of Business Administration (MBA) | University of Texas at Austin
Graduated: May 2018

Bachelor of Science in Economics & Business | University of California, San Diego
(UCSD) | Graduated: May 2016

CERTIFICATIONS & ACHIEVEMENTS
- Reforge Product Strategy Certification (2023)
- Certified in Design Thinking and Innovation (2022)
- Published "Data-Driven Product Development" on Medium (100K+ views)
- Speaker at ProductCon 2023 on "Building AI-First Products"

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