MICHAEL BROWN

Product Manager | Digital Strategy

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🔗 LinkedIn: linkedin.com/in/michaelbrown

PROFILE

Results-driven Product Manager with 6+ years leading digital products from conception to launch.

Proven track record of delivering products that drive user engagement and revenue growth.

KEY SKILLS

Product Strategy | Agile/Scrum | User Research | A/B Testing

Roadmap Planning | Stakeholder Management | SQL | Python

Analytics Tools: Google Analytics, Mixpanel, Amplitude

Design Tools: Figma, Sketch, Adobe XD

Project Management: JIRA, Asana, Trello

PROFESSIONAL JOURNEY

Senior Product Manager

Innovative Tech Corp, Seattle, WA

2020 - Present (4 years)

• Launched 3 major product features resulting in 40% user growth

• Led cross-functional team of 15 engineers, designers, and marketers

• Increased product revenue by $5M annually through data-driven decisions

• Conducted user research with 500+ customers to inform product strategy

Product Manager

StartUp Ventures, San Francisco, CA

2018 - 2020 (2 years)

• Managed product lifecycle for mobile app with 100K+ downloads

• Improved user retention by 35% through feature optimization

• Collaborated with engineering team on technical requirements

• Presented quarterly roadmaps to C-level executives

EDUCATION

MBA - Business Administration

Harvard Business School, Boston, MA

Class of 2018 | Concentration: Technology & Operations

Bachelor of Engineering - Computer Science

Georgia Institute of Technology, Atlanta, GA

Graduated 2016 | Dean's List

ACCOMPLISHMENTS

• Featured speaker at ProductCon 2023

• Published article in Product Management Today

• Led product that won "Best Innovation Award 2022"

ADDITIONAL SKILLS

Languages: English (Native), Mandarin (Professional)

Technical: Basic Python, SQL, HTML/CSS

Soft Skills: Leadership, Communication, Problem-solving