

First Last

SaaS Growth

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Product manager with 10 years of experience leading feature design and development of consumer-focused

products. Proposed solution and led a team of 6 to solve the number one cause of customer complaints; completed

the project six months ahead of schedule. Conducted 25+ user-testing focus groups leading to 3 new product

features in 6 months.

## WORK EXPERIENCE

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Product Manager November 2015 – Present

Resume Worded, New York, NY

- Managed a 5-member cross-functional (product, engineering, sales, support) team and coordinated with six

senior business partners toward the successful launch of an e-commerce platform.

- Exceeded sales target by 18% by maintaining advanced products and services knowledge and quickly

assessing customer needs.

- Streamlined the implementation process and reduced the average product delivery time from 10 days to 4

days by redefining responsibilities and improving the accountability of employees.

- Implemented a pre-launch waitlist, leveraging a referral program that encouraged users to share the

product on social media; which resulted in 5k+ signups at launch.

SaaS Growth Marketer June 2013 – October 2015

Growthsi, San Francisco, CA

- Managed 10 automation processes and tracking which included workflows, emails, lists, CTAs, and campaigns.

- Guides SEO and blog optimizations improving the organic search channel by an average of a 25% increase

in sign-ups YoY.

- Managed, optimized, and reported on Google Ads campaigns resulting in an average YoY increase in conversions by 75%.

Junior UX Web-Designer August 2010 – January 2013

Resume Worded's Exciting Company, New York, NY

- Redesigned the company's homepage and lead generation forms using only existing site components;

reduced bounce rates by 40% and increased leads by 15%.

- Designed an online customer support center comprising of a self-service knowledge base and interactive

chat; reduced customer support calls by 45%.

- Designed and implemented behavioral push notifications based on in-app usage; increased retention by

10%.

## EDUCATION

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Resume Worded University, New York, NY

Bachelor of Engineering — Computer Science

## SKILLS & OTHER

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Techniques: Agile Methodologies, User Experience (UX), Change Management (Advanced).

Tools: Hubspot, SEMRush, Salesforce, Google Analytics, Zapier, Hootsuite, and Buffer.

Languages: German (Native), English (Fluent), French (Conversational).