

# ALEX J. MORGAN

123 Tech Avenue, San Francisco, CA 94105 | 415-555-7890 | [alex.morgan@email.com](mailto:alex.morgan@email.com) | [linkedin.com/in/alexjmorgan](https://www.linkedin.com/in/alexjmorgan)

## PROFESSIONAL PROFILE

Innovative Product Manager with 8+ years of experience driving product strategy and development for SaaS platforms. Skilled in translating customer needs into product requirements, managing cross-functional teams, and delivering solutions that enhance user experience and drive business growth. Passionate about creating intuitive, scalable products that solve real-world problems.

## PROFESSIONAL EXPERIENCE

### SENIOR PRODUCT MANAGER

**Cloudera Technologies, San Francisco, CA** | June 2021 - Present

Lead product strategy and execution for Cloudera's data analytics platform, managing a product with \$15M annual recurring revenue and 200+ enterprise customers.

- Spearheaded the development and launch of an AI-powered analytics feature that increased customer retention by 18% and generated \$2.2M in upsell revenue within the first quarter.
- Led cross-functional team of 15 engineers, designers, and QA specialists to deliver quarterly product releases, consistently meeting or exceeding roadmap commitments.
- Implemented a customer feedback loop system that increased NPS scores from 32 to 48 within 12 months.
- Developed comprehensive product documentation and training materials, reducing customer support inquiries by 22%.
- Conducted competitive analysis and market research to identify opportunities for product differentiation, resulting in three new feature initiatives that captured market share from key competitors.

### PRODUCT MANAGER

**Zenith Software, Oakland, CA** | August 2018 - May 2021

Managed the development of Zenith's flagship project management software, focusing on user experience and workflow optimization.

- Redesigned the user onboarding process, increasing trial-to-paid conversion rates by 35% and reducing time-to-value by 50%.
- Collaborated with UX team to implement a responsive design, improving mobile user engagement by 28%.
- Created and maintained product roadmap, aligning features with business objectives and customer needs.
- Established metrics for measuring product success, implementing analytics that drove data-informed decision making.
- Conducted user interviews and usability testing sessions, identifying pain points that informed feature prioritization.

## ASSOCIATE PRODUCT MANAGER

Nexus Systems, San Jose, CA | July 2016 - July 2018

Supported the product team in developing and enhancing Nexus's CRM platform for small businesses.

- Assisted in the development of 12 new features by gathering requirements and writing detailed user stories.
- Conducted market research and competitive analysis to inform product strategy.
- Collaborated with QA team to develop test plans and ensure product quality.
- Created product documentation and release notes for customer-facing materials.
- Analyzed user behavior data to identify opportunities for product improvement.

## EDUCATION

**MASTER OF BUSINESS ADMINISTRATION (MBA)** Stanford Graduate School of Business | 2016  
Concentration in Technology Management

**BACHELOR OF SCIENCE, COMPUTER SCIENCE** University of California, Berkeley | 2014 Minor  
in Business Administration

## TECHNICAL SKILLS

- Product Management Tools: Jira, Confluence, Asana, Trello, Aha!, ProductPlan
- Analytics: Google Analytics, Mixpanel, Amplitude, Tableau
- Programming: Python, SQL, HTML/CSS, JavaScript (basic)
- Methodologies: Agile/Scrum, Lean UX, Jobs-to-be-Done
- Other: A/B Testing, Wireframing, User Story Mapping, Competitive Analysis

## CERTIFICATIONS

- Certified Scrum Product Owner (CSPO) | Scrum Alliance | 2019
- Product Management Certification | Product School | 2017
- Advanced Google Analytics | Google | 2018

## SELECTED PROJECTS

### ENTERPRISE COLLABORATION SUITE

Led the development of a collaboration platform for enterprise customers, resulting in a 25% increase in team productivity and a 40% reduction in email volume.

### MOBILE APPLICATION REDESIGN

Managed the redesign of a mobile application, improving user engagement by 45% and increasing daily active users by 30%.

### DATA VISUALIZATION DASHBOARD

Developed a data visualization dashboard that enabled customers to gain insights from complex datasets, increasing customer satisfaction scores by 22%. avatar