Ke'Shawn Alexander

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SUMMARY

Product Manager with 5+ years building consumer and marketplace products at scale, owning activation, retention, and monetization surfaces in regulated, high-traffic environments. Known for pairing experimentation, analytics, and AI-powered capabilities to drive measurable revenue and engagement outcomes.

PROFESSIONAL EXPERIENCE

Spanx   **Atlanta, GA**
Product Manager   *May 2025-January 2026*

- Owned digital product initiatives across eCommerce and internal systems, partnering with engineering, analytics, and operations to improve execution efficiency and scalability.
- Owned product strategy and execution for Fit Finder, an AI-driven sizing experience that helped reduce return risk by 15% and increased conversion by 10%, improving overall shopper confidence
- Drove automation and workflow optimization across product data systems, reducing manual processes for site operations by 30% and improving scalability during peak events
- Led technical alignment with engineering to improving platform reliability and reducing defects from upstream systems.
- Presented product performance, roadmap trade-offs, and growth insights to senior leadership in clear, customer-first narratives.

FanDuel   **Atlanta, GA**
Product Manager   *March 2023-April 2025*

- Launched revenue-driving features that increased DAU revenue by 200% and improved retention by 25%, grounded in cohort analysis and experimentation.
- Owned product vision and roadmap for activation and retention surfaces across a multi-sided consumer marketplace serving millions of users.
- Owned critical, revenue-driving mobile surfaces used by millions of customers, managing the activation and cross-sell experiences that contributed to multi-billion-dollar annual wagering volume
- Partnered directly with engineering to solve complex system challenges involving real-time data flows, compliance restrictions, and performance constraints.
- Drove A/B testing strategy using funnel performance, cohort behavior, and user journeys to optimize conversion rates and customer retention

Microsoft   **Atlanta, GA**
Technical Program Manager   *January 2021-January 2023*

- Built strong technical fluency and comfort discussing system-level tradeoffs across distributed teams.
- Led delivery of complex platform initiatives across globally distributed engineering teams, translating system constraints into executable plans.
- Owned alignment across business and technical stakeholders, ensuring clarity on requirements, dependencies, and execution tradeoffs.

EDUCATION

- Bachelor of Science, Computer Engineering, Mathematics Minor — North Carolina A&T State University
- Bachelor of Science, General Science – Morehouse College

LEADERSHIP AND ENTREPRENEURSHIP EXPERIENCE

SkySpot   **Atlanta, GA**
Startup Operator/Product Strategist   *June 2025-Present*

- Founded and led development of SkySpot, an AI-powered travel planning and airport parking platform focused on real-time airport parking and travel planning
- Owned the end-to-end, 0 to 1 product development including research, requirements, UX flows, Figma wireframes, prototype development, and competitive analysis.

The Rosa W. Foundation   **Atlanta, GA**
Founder & President   *March 2019-Present*

- Designed and scaled a 501(c)(3) nonprofit delivering STEM, financial literacy, and workforce-readiness programming to 100+ high-school students annually.
- Own strategy for partnerships with school districts, corporations, and community organizations across metro Atlanta.