

Dear Hiring Manager/Recruiter,

I am a Product Manager with experience in building tools and technologies to clients that allow them to do what they need to do easier. I use data to drive decision making and always focus on the user experience to ensure the products I work with will be successful once delivered to the end user. I have experience brainstorming and gathering requirements for new products to ensure they meet the desired goals. I also have experience working with developers and engineers to build tools to the specified requirements, and then doing excessive testing to ensure they work as expected.

During my time at Omnicom and EY, I often completed research to understand the industry or group I was working with and what the best practices in those areas were. At Omnicom, I spoke with agencies that were similar to those I was working with to understand how they operated, lessons they had learned through going through similar transitions, and what best practices they had established. At EY, I often looked at APQ benchmark information, to understand what best practices were in different industries and functions and worked to implement those on different projects I worked on for different clients.

In all of my previous roles and projects, I have always used data to drive decision making and provide the necessary metrics and summaries to leadership to justify what the team was doing. I completed multiple analyses, sometimes on very large datasets, to provide summary analysis to leadership.

I have a passion for health and fitness and bringing this to people in a way that is accessible and actionable for anyone. I love what Noom is, and believe it is important to innovate in this area, to ensure new ways for people to access information is always available.

I appreciate you taking the time to review my application. I hope to have the opportunity to discuss the Product Manager, Content role with you and how my background and experience could help Noom reach its goals.

Again, thank you for your time and I look forward to hearing from you soon.

Best,  
Marcia Adler