

RYAN FLANAGAN

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Dear Deluxe Talent Recruiting Team:

I am excited to apply for the Associate Product Manager position. I've been impressed with Deluxe's adaptability in an ever-changing market, and I'm excited to work on creating dynamic and valuable products for the brand.

Below are your requirements and my qualifications:

Your Requirements:

- > 2 years experience working in Product Management.
- > Technical understanding of product and customer requirements.
- > Experience with Financial Acumen.
- > Experience collecting quantitative product data.
- > Successful track record in product development.

My Qualifications:

- > Product manager of NAPAAutoCare.com from 2015 to 2017. NAPA AutoCare is a \$1.3B division of Genuine Parts Co., a Fortune 500 company.
- > I achieved a grade of 'A' in my Georgia Institute of Technology Full Stack Development Bootcamp Fall 2020 cohort.
- > I have 8 years of experience in the financial industry recommending banking products and solutions to a business client portfolio of over \$38M in deposits.
- > I managed feature development for the NAPAAutoCare mobile app by analyzing app usage data to make informed recommendations for new or improved features.
- > I Innovated a marketing product which increased customer sales revenue by approximately \$76M.

These are only a few of my accomplishments.

I look forward to speaking with you in more detail about my experience, and I will follow up by phone.

Sincerely,

Ryan Flanagan
770.906.2060