ABEL TUSTON

Product Manager

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📞 (123) 456-7890
📍 Newark, NJ
in LinkedIn

EDUCATION

B.S.
Mathematics and Economics
Rutgers University Newark
📅 September 2010 - April 2014
📍 Newark, NJ

SKILLS

Google Analytics
Excel/ Google Sheets
SQL
A/B Testing & Experimentation
Tableau
Agile Development
Leadership Experience

WORK EXPERIENCE

Product Manager
Learning Without Tears
📅 May 2018 - current   📍 Newark, NJ

- Led the development for a new B2C SaaS product to enable students to check their writing for grammar and plagiarism, which grew to 125,000 daily active users in the first year
- Identified gaps in Google Analytics, and led build of features across engineering and design, which increased yearly revenue by $3.1M through increased engagement and conversion
- Performed cohort analysis that identified an opportunity to reduce pricing by 15% for a segment of users to boost yearly revenue by $620,000
- Led a team of 2 full-time employees and 4 contractors, and formed strong relationships with stakeholders

Product Manager
Aquent
📅 August 2016 - May 2018   📍 Newark, NJ

- Managed cross-functional team and stakeholder communication, and oversaw product development from inception to implementation
- Designed and implemented A/B experiments for our product to improve the conversion rate by 20 basis points and reduce churn by 10 basis points
- Implemented a long-term pricing experiment that improved customer lifetime value by 32%
- Planned and executed a referral program for active customers, which led to a net increase in new users of 29,000 annually

Product Analyst Intern
Prudential
📅 August 2014 - August 2016   📍 Newark, NJ

- Set up Google Analytics dashboards to identify product features that correlated with customer attrition, leading to proactive interventions that reduced monthly churn by 4%
- Identified an area of the client product funnel that was underperforming, and recommended improvements that led to a 12% increase in free trial activation rate for a specific segment
- Built data visualizations using SQL and Tableau for product KPIs that reduced manual reporting work by 8 hours weekly
- Participated in stakeholder meetings with cross-functional team, and helped define go-to-market strategies