M. WATSON MULKEY

Senior Product Manager - Product Manager

434-808-2493 • watsonmulkey@gmail.com • linkedin.com/in/watsonmulkey • Denver, Colorado

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EXPERIENCE

■ Senior Product Manager

Registria

2024-2025

- Developed reporting suite for major brands including Sony and Whirlpool; managed multi-vertical dependency roadmaps across platform and onboarding products
- Collaborated with data engineering teams to deliver actionable insights for enterprise clients

■ Product Manager, Teacher Tools

Discovery Education

2021-2023

- Achieved 32% YoY user engagement increase by overhauling teacher-side application based on comprehensive user research and quantitative data analysis
- Led cross-functional teams of 20+ people resulting in 15% delivery rate increase; conducted user interviews and evaluated usage data to understand underlying product mechanics
- Delivered monthly presentations to C-Suite; identified 33% traffic loss and recovered 10% in first month through data-driven strategies

■ Product Manager

Simplifya

2019-2021

- Delivered 50% reduction in completion time and 40% usage increase by refactoring flagship auditing product based on user needs analysis
- Launched 0-1 compliance feature addressing regulatory requirements; developed product documentation that framed user needs in actionable ways for engineering teams

■ Product Consultant

Bookshop.org

2020-Present

- Provide strategic guidance for $50M revenue e-commerce platform; train product managers and work with globally distributed teams using asynchronous workflows

HEADLINE ACHIEVEMENTS

★ **32% YoY engagement increase**

Overhauled teacher-side app based on user research at Discovery Education

■ **50% efficiency gain**

Refactored flagship auditing product at Simplifya

● **15% delivery improvement**

Led cross-functional teams across multiple projects at Discovery Education

SKILLS

■ Technical:** Data Analysis, A/B Testing, Looker, Google Analytics, Fullstory, Database Management, Software Engineering Principles

■ Product:** User Research, Product Strategy, Roadmapping, Cross-functional Team Leadership, Stakeholder Management

■ Communication:** Written Communication, Asynchronous Work, User Interviews, C-Suite Presentations, Influence Without Authority

EDUCATION

Bachelor of Arts - English

Hampden-Sydney College

2004-2008

CERTIFICATIONS

Pragmatic Marketing - Focus

Find strategic business opportunities in market problems and build effective product roadmaps

Pragmatic Marketing - Foundations

Learn how to decode market needs and build irresistible products

Pragmatic Marketing - Build

Master the art of aligning product development with market needs