

ALEXANDRIA HANCOCK

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[LINKEDIN](#)

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PROFILE

Software-focused Product Manager adept at balancing strategic vision with near-term execution. Skilled at collaborating across engineering, design, and product teams to translate complex requirements into customer-driven solutions. Experienced in leading agile ceremonies, managing roadmaps, and integrating third-party platforms to unlock long-term business value; leveraging data-driven decision-making, strong technical expertise, and stakeholder alignment to ensure product health, adoption, and success.

EXPERIENCE

REAL ESTATE BROKER ADMIN – LBH, LLC. - BHGRE JUN '25– CURRENT

- Owned end-to-end coordination of over 300 concurrent transactions, managing timelines, dependencies, and stakeholder communication to ensure aligned priorities, resolved blockers, on-time closings, and regulatory compliance.
- Built and maintained standardized workflows, documentation, and tracking systems to improve visibility into deadlines, reduce errors by 7%, and increase operational efficiency across listings and transactions while keeping clear project status updates.

SOFTWARE ENGINEER/PRODUCT MANAGER - MUDFLAP INC. MAY '22 – JUN '25

- Led a cross-functional team of 6 engineers, inspiring strong execution through clarity, empathy, and fostering a high-trust environment to enable quality ownership and delivery.
- Built dashboards to track feature adoption, product health, and performance metrics, using insights to inform roadmap prioritization and iteration planning, leading to an average increase of 2-3% for fuel code creations from newly planned features.
- Managed sprint planning, backlog grooming, and standups, helping the team balance near-term delivery with long-term scalability, and decreasing the backlogged PR count by over 30%.
- Shipped and maintained multiple credit product systems using Ruby/Ruby on Rails, hosted on AWS, supporting over 500,000 end users; collaborated with product owners to prioritize features that directly improved adoption by over 20,000 first-time card swipes.
- Designed and iterated onboarding flows and secure document upload systems to reduce the average onboarding time by 40% by balancing technical implementation with regulatory compliance and customer experience requirements.

SOFTWARE ENGINEER TEAM LEAD - THE RESERVE TRUST JUN '21– MAY '22

- Guided roadmap discussions, translating needs into technical requirements and PRDs, ensuring they were properly represented in sprint backlogs for a team of 8 engineers.
- Proposed and ran multiple A/B tests to measure statistical significance of a new B2B payment platform that onboarded more than 5,000 businesses.
- Facilitated cross-functional communication between engineering, product, design, and business stakeholders, and ran regular demos to collect new requirements. This reduced planning time by 25%, with iterative building increasing productivity by almost 45%.
- Maintained coordinated program increments, enabling predictable and high-quality product releases that boosted go-to-market times by 15%.

SOUTHERN METHODIST UNIVERSITY, BOBBY B. LYLE SCHOOL OF ENGINEERING

Master of Science in Computer Science, Software Concentration

Bachelor of Science in Electrical Engineering & Mathematics

SKILLS

TOOLS

Figma
ChatGPT 5
Supernormal.ai
Atlassian (Jira, Confluence)
Notion

Amplitude
Zendesk
Postman
Adjust
Braze
Trello
HubSpot
Salesforce

Microsoft Suite
Adobe Suite (Photoshop, Lightroom, Illustrator)

LANGUAGES

SQL (PostgreSQL, NoSQL)
Ruby (Ruby on Rails)
HTML&CSS (Tailwind CSS, Bootstrap)
JavaScript (React, Vue.js, Typescript)
Java
Python (Django)

CERTIFICATIONS

AI for Management Professionals

INTERESTS

Artist (Gouache)
Motorcycles
Magic: The Gathering

