ALEXANDRIA HANCOCK

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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 - 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

Linear

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

SAFe Scrum Master Certification

INTERESTS

Artist (Gouache)

Motorcycles

Magic: The Gathering