

Alex Johnson

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Professional Summary

Results-driven Product Manager with over 6 years of experience in leading cross-functional teams to deliver innovative, customer-focused solutions in tech and e-commerce industries. Skilled in product lifecycle management, market research, and agile methodologies. Proven track record of launching successful products that increased user engagement by 25% and revenue by 20%. Adept at translating complex technical concepts into actionable strategies, with a passion for solving user pain points and driving business growth.

Core Competencies

- Product Roadmap Development
- Agile & Scrum Methodologies
- User Experience (UX) Optimization
- Data-Driven Decision Making
- Stakeholder Collaboration
- Market Analysis & Competitive Research
- Go-to-Market Strategy
- A/B Testing & Analytics
- Cross-Functional Team Leadership

Professional Experience

Senior Product Manager

TechTrend Innovations, San Francisco, CA

June 2021 – Present

- Spearheaded the development and launch of a mobile productivity app, growing the user base to 500K+ within 12 months and achieving a 4.8-star rating on app stores.

- Collaborated with engineering, design, and marketing teams to define product vision, prioritize features, and execute a 3-month release cycle using Agile principles.
- Conducted competitive analysis and customer surveys to identify key market gaps, resulting in a 30% increase in customer retention after implementing targeted updates.
- Managed a \$1.2M product budget, optimizing resource allocation to meet deadlines and exceed KPIs.

Product Manager

E-Commerce Solutions Inc., Seattle, WA

March 2019 – May 2021

- Led the end-to-end development of a personalized shopping recommendation engine, boosting average order value by 18% and user satisfaction scores by 22%.
- Defined and tracked OKRs, leveraging tools like Jira and Tableau to monitor performance and iterate on product features based on user feedback.
- Partnered with UX designers to revamp the checkout process, reducing cart abandonment rates by 15% through A/B testing and iterative design improvements.
- Mentored two junior product managers, fostering a culture of innovation and accountability within the team.

Associate Product Manager

BrightPath Software, Austin, TX

January 2018 – February 2019

- Supported the launch of a cloud-based collaboration tool, contributing to a 25% increase in enterprise subscriptions within the first year.
- Conducted user interviews and synthesized findings into actionable product requirements, improving feature adoption rates by 20%.
- Assisted in creating product roadmaps and documentation, ensuring alignment between development teams and business objectives.
- Analyzed usage data with Google Analytics and Mixpanel to propose enhancements, leading to a 10% uptick in daily active users.

Education

Bachelor of Science in Business Administration (Marketing Concentration)

University of Texas at Austin, Austin, TX

Graduated: May 2017

- Dean's List (2015–2017)
 - President, Product Management Club
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Certifications

- Certified Scrum Product Owner (CSPO), Scrum Alliance – 2020
 - Pragmatic Institute Certification, Product Management – 2019
 - Google Analytics Individual Qualification – 2018
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Technical Skills

- Tools: Jira, Confluence, Trello, Figma, Tableau, Mixpanel
 - Languages: Basic proficiency in SQL and Python for data analysis
 - Methodologies: Agile, Scrum, Kanban
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Projects

Freelance Product Consultant

Self-Employed, Remote

July 2020 – Present (Part-Time)

- Advised early-stage startups on product strategy, including feature prioritization and MVP development, resulting in two clients securing seed funding.
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Additional Information

- Languages: Fluent in English, conversational Spanish
- Interests: Hiking, UX design blogs, mentoring aspiring product managers