

# Cameren Smith

📍 Jersey City, New Jersey, United States ✉ cameren.e.smith@gmail.com 📞 2627512396 🌐 in/cam-e-smith 📄 camerensmith.github.io/camerensmith/

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## SUMMARY

High impact servant leader, product owner, and scrum practitioner with rigorous attention to detail. Delivering accessible, modern experiences with relentless customer focus, transparent goal-setting, and quality human touch.

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## EXPERIENCE

### Product Manager, Platform Experience (B2B SaaS)

#### Simpson Strong-Tie

October 2022 - October 2025, Remote

- Owned the vision and strategy for STUDS enterprise design system and strongtie.io enablement, supporting a catalog of over 10 B2B applications including the appshell and core capabilities such as AI-assisted search, authentication, identity and role-based access management.
- Wrote user stories, prioritized and refined backlog daily in Jira using MoSCoW and DEEP methods, ensuring highest business impact and customer value with Jobs-To-Be-Done (JTBD).
- Overhauled legacy workflows via STUDS initiative; reduced design-to-dev handoff by over 20% and cut inline code bloat by over 30% across Platform and legacy app teams through use of scalable React + C# components and CSS variables.
- Collaborated with Researchers, Sales Engineers, Designers and customers to run SUS, A/B tests and Accessibility checks for continuous persona & UI improvements.
- Created Figma templates, training guides and governance documentation to proliferate unified branding across all corporate verticals.
- Facilitated internal weekly/monthly cross-functional workshops with Product teams and Customer Success to align on CSAT, NPS, and other KPIs.

### Customer Success Manager

#### Soar

December 2021 - September 2022, Remote

- Managed 20+ customer relationships with ACV ~\$5000-6000 in HubSpot CRM, tracking CSAT, NPS, and adoption metrics.
- Led onboarding and training for small businesses and content creators to help them integrate analytics and optimize their dashboards.
- Held weekly/monthly proactive value reviews with each active and inactive customer to drive renewals and upsells.
- Reduced churn by 18% in Q1 and generated 10+ client referrals through consistent engagement and support, leading to 25% new onboards in Q2.

### Customer Success Engineer

#### XL.net

September 2021 - December 2021, Remote

- Partnered with Salesforce and Client Support teams to identify recurring client issues, driving SPA and platform stability fixes.
- Consolidated customer inquiries and pain points into a centralized Confluence repository; advised team on pressing issues to reduce inbound support volume by ~ 15%.

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## EDUCATION

### Bachelor's in Management Information Systems

University of Wisconsin-Milwaukee • Milwaukee, WI • 2015

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## CERTIFICATIONS

### AI for Product Management

Pendo.io • 2025

### Professional Scrum Product Owner II

scrum.org • 2024

### Professional Scrum with User Experience

scrum.org • 2023

### Certified Jira Administrator ACP-120

Atlassian • 2022

### ICAgile Team Facilitator

ICAgile • 2022

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## SKILLS

Product Design, JavaScript ,TypeScript, React, Node.js, Python, CI/CD, PowerBI, Tableau, Figma , Jira, Confluence, Agile Scrum, PRDs, RACI, QA, Salesforce, HubSpot, MBRs, QBRs, CSAT, SUS, NPS, GA4, CrazyEgg, Excel, PowerPoint, Mass Communication

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