👤 CAREER PROFILE

Up-and-coming product manager with 1 year of agile product management experience in a SaaS and 4 years of data analysis experience using Python and SQL.

💼 EXPERIENCES

Product Manager
Brandwatch

Sep. 2019 - Present

- Manage agile product development process of data & API products in the Brandwatch Consumer Research platform
- Develop and implement product strategies consistent with company vision
- Collect and analyze feedback from customers, stakeholders and other teams to shape requirements, features and products
- Analyze potential partner relationships for the product and lead the effort to integrate our applications with other leading industry systems
- Serve as an in-house expert for our products and become the go-to person for all functional issues

Senior Data Analyst
Brandwatch

Jan. 2018 - Sep. 2019

- Work strategically with our clients and consult on best practices in Digital Consumer Intelligence as well as potential projects, which advance them in their use of the platform(s)
- Lead client deliveries and present data insights that have real business value in either technical or non-technical language
- Build and execute use-case driven dashboards/configurations on the Brandwatch platform(s) tailored to client's needs
- Delegate work and conduct QA on work from 3rd party consultants
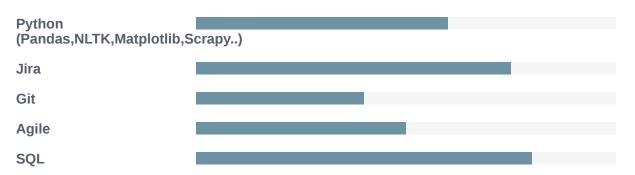- Mentoring junior-level analysts both locally and remotely

E-commerce & Digital Marketing
Flux Design Products GmbH

Nov. 2016 - Nov. 2017

- Analysis of web & e-commerce data (i.e CLV modeling)
- E-commerce shop UX & UI optimization using A/B/multivariate testing
- Web analytics reporting
- Social media campaign execution,reporting and optimization

🔧 SKILLS & PROFICIENCY

Python (Pandas,NLTK,Matplotlib,Scrapy..)

Jira

Git

Agile

SQL

Christopher Carnes
Product Manager

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EDUCATION

MA in Computational Linguistics & Text Technologies
Justus-Liebig Universitaet Giessen
2015-2017

BA German & International Studies
Millersville University of Pennsylvania
2009-2013

LANGUAGES

English (Native)

German (Professional)