

Emily Rodriguez

Product Manager

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PROFESSIONAL SUMMARY

Strategic Product Manager with 7+ years driving product vision and executing data-driven roadmaps. Proven track record launching successful B2B and B2C products generating \$20M+ revenue.

PROFESSIONAL EXPERIENCE

Senior Product Manager | ProductCo | 2020-Present

- Led cross-functional team of 15 launching 3 major products achieving 150% revenue targets
- Defined product strategy using customer insights and market research
- Prioritized features using RICE framework increasing user engagement by 45%
- Collaborated with engineering and design on technical specifications

Product Manager | FinTech Solutions | 2017-2020

- Managed \$5M product line from conception to launch
- Conducted A/B testing improving conversion rates by 32%
- Analyzed user data identifying key pain points leading to 25% churn reduction

EDUCATION

MBA | Harvard Business School | 2017 B.A. Economics | Yale University | 2013

TECHNICAL SKILLS

Product Strategy, Roadmap Planning, Agile/Scrum, SQL, Analytics, User Research, A/B Testing, Jira, Figma