

elizabeth ALLEN

Product Manager,
CSPO

She/Her

CONTACT

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EDUCATION

SCRUM ALLIANCE

ATLANTA, GA

Certified Scrum Product Owner

GENERAL ASSEMBLY

ATLANTA, GA

2017-2019

Courses including Product Management, Agile Development UX and Data Analysis

FLORIDA STATE UNIVERSITY

TALLAHASSEE, FL

2009

BS in Merchandising

Minor in Business

CSPO-certified product management and technology leader, excited to translate user research into high-performing products. Over 10 years of experience spanning Product, Customer Success, and Marketing. Recognized as a killer cross-functional collaborator and communicator skilled at socializing business opportunity at all levels of the organization.

INFJ but occasionally an “E”.

CORE COMPETENCIES

Agile Development
Cloud Computing
Competitive Intelligence

Continuous Delivery
Developer Tools
Market Analysis

EXPERIENCE

PRODUCT MANAGER, CUSTOMER EXPERIENCE

ArtCloud, Gallery CRM, Analytics, & Website Builder | August 2020 - Present

Executive team member and Product leader serving the development team and determining tradeoffs and tactically prioritizing new and existing products. Owning the voice of the customer and translating it into building a more profitable and scalable product. Growing revenue by 9% and leading company-wide adoption of Agile methodologies within the first quarter on the team.

- Grew revenue by 9.9% and kept churn under 1% in Q1 2021
- Leading collaborative team quarterly roadmapping
- Gathering and writing requirements, QA, beta testing and launch of new features
- Leading company-wide adoption of the Agile methodologies
- Hiring and managing Customer Success Specialists
- Scaling and automating the customer onboarding process

PRODUCT MANAGER, CSPO

CallRail, Tracking and Analytics | August 2019 - April 2020

Associate Product Manager across a large Agile product organization in the MarTech space, responsible for managing the development of new and existing products and overseeing them from concept to launch. Collaborating cross-functionally throughout the organization to align on how new products and features benefit CallRail's customers and the future of the product roadmap.

- Led release, beta, and internal training of CRM integration projected to increase retention of automotive vertical by 30% YoY
- Managed migration and relaunch of a high-traffic feature used by 80% of customers
- Built, edited, and managed product backlog understanding the contributive value of each feature, the level of effort, risk and opportunity costs

CUSTOMER SUCCESS MANAGER | PRODUCT MANAGER

UserIQ, Customer Growth Platform | January 2018 - August 2019

Recognized product leader within UserIQ guiding our customers to find success in every moment and successfully reducing churn by 75%. Mentorship with the CPO allowed for product management experience managing customer messaging and feedback from product releases. Holding SaaS businesses of all sizes accountable to their goals to grow, adapt to, engage with, and understand their users.

- Reducing customer churn by 75% and 9% net growth of accounts in first year
- Product managed feature releases including customer messaging and feedback
- Gained technical fluency from testing APIs to editing CSS
- Synthesized client-specific communications into cohesive plans and data summaries

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TOOLS

Asana
FullStory
GitHub
HubSpot
JIRA
MailChimp
Miro
Pivotal Tracker
Salesforce
TargetProcess
WordPress
Zendesk
Zeplin

VOLUNTEER WORK

Concrete Jungle 2014-21

Community Outreach and Health NGO Weekly
Grocery Delivery | Atlanta, GA

Ladies Get Paid 2014-21

Closing the Wage Gap
Ambassador | Atlanta, GA

Mpilonhle 2016

Health and Education NGO
Volunteer | Mtubatuba, South Africa

iD Tech Camp 2016

Alexa Cafe, Girls Summer Tech Camp
Presenter | Atlanta, GA

Fundación Paraguaya 2013

Economic Empowerment
Volunteer | Asunción, Paraguay

Coprodeli 2012

Education NGO
Volunteer | Lima, Peru

Atlanta Humane Society 2011-12

Animal Welfare
Volunteer | Atlanta, GA

EXPERIENCE CON'T

PRODUCT MARKETING MANAGER (CONSULTANT)

UserIQ, Customer Growth Platform | August 2017 - January 2018

Collaborating with the CPO and working cross-functionally with Customer Success, Engineering, and UX to audit existing assets and launch new features with a focus on copy and consistency. Participating in product ideation and wireframing meetings around personas, core functions, and customer journey.

- Auditing, testing, and copywriting in first-time visit campaign and feature launches
- Renaming features and copy within the platform for improved value proposition
- Content development covering product updates

MARKETING PROJECT MANAGER

TOMS, One for One | May 2010 - June 2017

Quarterly planning and managing of marketing visits, activations, and events. Analyzed sales data to prioritize accounts and track growth objectives and milestones. Daily cross-functional collaboration with Sales to increase sell-through in key accounts through visual and educational attention. Provided weekly reports used to drive wholesale business. Managed an annual travel and regional marketing budget.

- Built and managed the Southeast artist network for TOMS and developed over 100 art events including sold-out art activations at Disney World
- Strategic market planning in 2016 resulted in a higher sell thru % in frequented Dillard's and Nordstrom doors vs all doors
- Project managed brand launch strategy for Dillard's stores including scripting and recording presentation used to train over 1K associates
- Project managed the launch of 2 new product categories

CO-FOUNDER

ExtremePhoto, Photo Editing App | 2013 - 2014

Co-founder of photo editing app, ExtremePhoto, which debuted on IOS App Store in July 2013. Gathered photo content and QA tested product prior to and during launch. Developed marketing and go-to-market strategy.

PRODUCT MANAGER

INDIE PEACE, Sustainable Apparel | 2009 - 2011

Partnership with the brand founder to product manage Spring 2010 fashion line including sourcing garments, producing samples and final product, and managing e-commerce platform sales and inventory.

- Broke top sales record by selling 35 shirts in 2 hours
- Developed marketing materials: social media content, blog content, press kit
- Built relationship with CW costume designer, directed celebrity samples
- Hired and managed interns