JAMES SIMMONS

Growth Product Manager

CONTACT

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(123) 456-7890 ☎

Anchorage, AK 📍

LinkedIn in

EDUCATION

Bachelor of Science
Business Administration
University of Arkansas
2013 - 2017
Fayetteville, AK

SKILLS

Mixpanel
Salesforce
Tableau
Optimizely
UserVoice
Aha!
Jira
Intercom
SEMrush
Productboard

WORK EXPERIENCE

Growth Product Manager

The Boardroom

2022 - current / Anchorage, AK

- Employed cohort analysis in Mixpanel to identify user behavior patterns, improving conversion rates for key features by 18%
- Automated lead scoring and routing in Salesforce, increasing lead conversion rates by 22% and reducing manual effort by 39%
- Harnessed the power of Optimizely's experimentation platform to test different pricing strategies, *increasing annual revenue by $241K*
- Conducted user surveys through UserVoice to gather insights for product roadmap planning, yielding a 24-point increase in customer satisfaction scores

Associate Product Manager

North Slope Telecom

2019 - 2022 / Anchorage, AK

- Executed a comprehensive SEO strategy using SEMrush, increasing organic website traffic by 48% within six months
- Overhauled the company's mobile app UI based on market trends and customer feedback, *boosting downloads by 51% and app store ratings to 4.7 out of 5*
- Implemented Tableau dashboards to track key performance indicators, reducing customer churn by 14% and increasing customer lifetime value by 27%
- Spearheaded the integration of Intercom for customer support, reducing response time by two minutes

Product Coordinator

ConocoPhillips

2017 - 2019 / Anchorage, AK

- Utilized Productboard to capture insights from various channels, increasing actionable feedback from customers and stakeholders by 31%
- Managed Jira projects to streamline development workflows and improve team collaboration, reducing average project completion time by two weeks
- Created visual Aha! Roadmaps to communicate product strategy and milestones, increasing stakeholder alignment and buy-in by 32%
- Systematized the inventory management process, *reducing stock discrepancies by 44% and saving the company $82,206 per year*