

# Michelle Lee, SaaS Product Manager

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## PROFILE

SaaS Product Manager with a sales and marketing background. +5 years of experience in Singapore and S. Korea. Singapore PR with Korean nationality.

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## EMPLOYMENT HISTORY

Oct 2018 — Present	<b>Product Manager, Adriel</b> <span>Soul</span>  Founding member and leader in Product Management, building a one-in-all dashboard that syncs beautifully with 10+ global ad platforms.  Managed a customer team of 7 and customer accounts of +40 all over the world. Provided real-time customer support and created up-to-date training materials to the team.  Executing a wide scope of CX projects from automated emails, payment, data integration to usability tests to boost conversions. Our revenue is growing 2X+ YoY.  Creating best practices and success stories with proven dashboard templates for MNC and SMB customers.  Successfully listed Adriel as Google and Facebook Partner for marketing solutions. Collaborating with 10+ partners for adaptation, performance improvement and API update.
Jan 2017 — Jul 2018	<b>Assistant Brand Manager (Hair Care), Procter &amp; Gamble</b> <span>Singapore</span>  Product owner of Hair Care brands. Built and executed localised marketing strategies and merchandise programs by working closely with in-country sales team.  Achieved 170% uplift in e-Commerce sales in FY1617. Introduced qualified e-Commerce contents to the market. Re-listed Pantene at a key distribution channel in Korea worth annual \$2 millions upside.  Collaborated closely with a team of Finance, Supply, Design and Sales to review and deliver business targets.

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## INTERNSHIPS

Dec 2014 — May 2015	<b>Marketing Executive, Skyscanner</b>  Conducted market research on the local travel market and OTAs. Assisted in negotiations with Korean IT companies for strategic partnership. Took charge of the Korean website for marketing and product management.
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## EDUCATION

Aug 2012 — Dec 2015	<b>Business Administration (Accountancy), National University of Singapore</b> <span>Singapore</span>
Jun 2015 — Sep 2015	<b>Exchange Program, Copenhagen Business School</b>

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## SKILLS

SQL	JIRA
Google Analytics	Adobe XD
Gitlab	Intercom
MailChimp	

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## REFERENCES

References available upon request