

MICHAEL RODRIGUEZ

Senior Product Manager

789 Innovation Street, Seattle, WA 98101

michael.r@email.com | (555) 789-0123 | linkedin.com/in/michaelrodriguez

PROFESSIONAL SUMMARY

Strategic and user-focused Senior Product Manager with 7+ years of experience in building successful digital products from concept to launch. Passionate about creating intuitive user experiences that solve real customer problems. Strong track record of driving product vision, collaborating cross-functionally, and delivering results that exceed business goals.

SKILLS

- **Product Management:** Product strategy, Roadmapping, User stories, Go-to-market planning, Product lifecycle management
- **User Research:** Customer interviews, Usability testing, Market analysis, Competitive research, Persona development
- **Agile Methodologies:** Scrum, Kanban, Sprint planning, Backlog prioritization
- **Tools:** JIRA, Confluence, Asana, Figma, Google Analytics, Amplitude, Mixpanel
- **Technical Knowledge:** API integrations, SaaS platforms, Mobile applications, Web development (basic understanding)

EXPERIENCE

Senior Product Manager | TechPlatform Inc.

March 2022 - Present

- Lead the strategy and execution for the company's enterprise SaaS platform serving 200+ corporate clients
- Developed comprehensive product roadmap aligning customer needs with business objectives, increasing annual recurring revenue by 28%
- Collaborate with engineering, design, and marketing teams to deliver quarterly product releases
- Conduct regular user research sessions and implement feedback loops that improved customer satisfaction scores by 18%
- Present product metrics and KPIs to executive leadership, informing strategic decision-making

Product Manager | AppWorks Software

June 2019 - February 2022

- Managed the complete product lifecycle for mobile application with 750K monthly active users
- Defined and prioritized feature requirements based on user feedback and data analysis
- Implemented A/B testing methodology that increased user engagement by 35%

- Collaborated with UX designers to create intuitive user flows and interfaces
- Coordinated with cross-functional teams to ensure on-time delivery of product updates

Associate Product Manager | InnovateCo

August 2017 - May 2019

- Supported senior product managers in feature development for e-commerce platform
- Gathered and analyzed user requirements to inform product decisions
- Created user stories and acceptance criteria for development team
- Conducted competitive analysis and market research to identify opportunities

EDUCATION

Master of Business Administration (MBA)

University of Washington, 2017

Bachelor of Science in Information Systems

UCLA, 2015

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)
- Product Management Certification (PMC)
- Google Analytics Certification

ACHIEVEMENTS

- Named "Product Manager of the Year" at TechPlatform Inc. (2023)
- Led product team that won industry innovation award for mobile application redesign
- Speaker at Product Management Conference 2022 on "Building User-Centric Products"