

# Mina Adams

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Target Field: Product Management

## PROFILE

Product Manager with experience delivering measurable outcomes in Product Management. Strong in execution, clear communication, and building systems that scale. Comfortable owning work end-to-end and collaborating across teams.

## EDUCATION

### University of Texas at Austin

B.B.A. Management

Los Angeles, CA

2016 — 2020

- Dean's List (2 semesters); Coursework: Statistics, Databases, Strategy

## EXPERIENCE

### Product Manager — Keystone Mobile

Seattle, WA | Jun 2023 — Present

- Improved a cross-functional initiative; improved a key metric by 27% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 50%.
- Standardized processes and documentation; cut manual effort by 45% and improved consistency.
- Partnered with stakeholders to define requirements, align on scope, and deliver on schedule.

### Program Manager — Harbor HealthTech

Chicago, IL | Jul 2021 — May 2023

- Led a cross-functional initiative; improved a key metric by 12% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 50%.
- Standardized processes and documentation; cut manual effort by 65% and improved consistency.

### Intern — Sprout Marketplace

Phoenix, AZ | Jun 2019 — Jun 2021

- Optimized a cross-functional initiative; improved a key metric by 22% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 50%.
- Standardized processes and documentation; cut manual effort by 65% and improved consistency.

## PROJECTS

### Onboarding Revamp

- Led onboarding improvements; defined success metrics and coordinated delivery.
- Instrumented funnel and iterated based on qualitative + quantitative feedback.
- Presented results to stakeholders and documented next steps.

### Pricing & Packaging

- Analyzed competitors and interviewed customers; proposed updated tiers and packaging.
- Partnered with finance on revenue impact models and rollout strategy.
- Presented results to stakeholders and documented next steps.

### Support Deflection

- Launched in-product guidance and help center improvements to reduce tickets.
- Built dashboard and review cadence with support leadership.
- Presented results to stakeholders and documented next steps.

## SKILLS

**Skills:** Jira, A/B testing, Analytics, User research, Figma, SQL basics, Stakeholder management, Roadmapping, Go-to-market, PRDs

**Certifications:** Google Project Management, CSPO (In Progress), Product Analytics Foundations