

# JILLIAN GRAHAM, M.SC.

## SENIOR PRODUCT MANAGER | GROWTH SPECIALIST

High performing Senior Product Manager with a M.Sc. in Business Psychology, specializing in acquisition and growth strategy within B2B and B2C start up and scale up software companies. Driving funnel conversion by critically assessing risks and impact, prioritizing initiatives, determining key performance indicators, and executing A/B tests. Leveraging a deep knowledge of organizational management to gain buy-in from C-Suite stakeholders, foster high levels of engagement from team members and collaborators, and deliver complex initiatives on time.

### CONTACT



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### EDUCATION

#### HMKW University of Applied Sciences for Media, Communication and Management

Berlin, Germany | 2018 - 2022

Master of Science in Business Psychology

Grade: 1,4

#### University of Miami

Coral Gables, FL, USA | 2018 - 2022

Bachelor of Science in Communication

G.P.A.: 3.685, Cum Laude

### TECHNICAL SKILLS

- Agile framework (Scrum, Atlassian software)
- Frontend design (Figma, HTML/CSS/JS)
- A/B testing (experimental design, Optimizely)
- Data querying (Python, MySQL)
- Data analysis (Tableau, Looker, Amplitude)

### LANGUAGES

- English (native)
- French (C1)
- Spanish (C1)
- German (B2)

### WORK EXPERIENCE

#### SENIOR PRODUCT MANAGER | **TIER Mobility**

*May 2022 - December 2023*

Identified, investigated, and implemented needle-moving initiatives that increased the conversion rate from app installation to first-time ride, reaching 15 million users.

- Managed global roll out Apple and Google Single Sign-On (SSO), earning €6 million in revenue.
- Designed and realized a new sign up journey to enhance user experience and rationalize APIs, increasing revenue by a projected €3.5 million.
- Refactored the referral service to localize incentives as well as reduce fraud risk, saving the company approximately €1.5 million.

#### PRODUCT MARKETING MANAGER | **sennder**

*August 2020 - May 2022*

Researched and leveraged core product value, target users, and use cases to better promote Orcas, sennder's online B2B marketplace for carriers and shippers.

- Drafted, analyzed, and iterated upon campaigns to increase click-to-open ratios by 13%.
- Standardized and localized country-level websites to increase carrier engagement by 40%.
- Coordinated and led user interviews with carriers to inform acquisition and onboarding strategy.

#### PRODUCT MANAGER | **Carl Finance**

*January 2020 - April 2020*

Assessed M&E landscape and managed development of a marketplace for European SME buyers and sellers.

- Conducted benchmarking and examined buying and selling motivations and behavior for geographical and product expansion.
- Defined usability tests, performed manual QA tests, and coded automated tests in Cypress.
- Hired expert and established roadmaps for the incorporation of machine-learning technology into the platform.