

# KEVIN FRANCISCO

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## EDUCATION

### University of Central Florida - Orlando, FL

Graduation: **Dec 2025**

#### B.S. Information Technology, College of Engineering and Computer Science

GPA: **3.07**

– **Honors:** Dean's List, President's List

– **Volunteering:** VUCF Holiday Card Making for Foster Children, IDEAS Adopt-a-Road Cleanup, KWC Pond Cleanup, Led Activity Table for Trout Lake Nature Center, VUCF Abortion Clean Up

## WORK EXPERIENCE

### Technical Product Manager Intern

Orlando, FL | **Summer 2025**

**NBCUniversal** (*Part of decision science team within GolfNow ML organization*)

- Reduced extreme cases in new predictive model for Golf Course playability by 40% in 1000+ markets by showcasing user pain points to stakeholders by creating thresholds and statistical analysis in Python
- 20-person revenue team adopted new predictive model across 4 target markets because of an accuracy increase of 15% by demonstrating to non-technical stakeholders the difference by using thresholds to demonstrate golf course playability
- Streamlined the revenue teams workflow efficiency by 90% by orchestrating the implementation of an automated internal reporting solution using embedding techniques with SQL queries and macros into Excel

### Product Manager Intern

Orlando, FL | **Fall 2024 - Spring 2025**

**NBCUniversal** (*SportsEngine & Fandango teams with a focus on B2C & B2B model*)

- Increased feature adoption of discount usage in over 3M users in GolfNow, measured at an increase of 15% by conducting large-scale usability testing to uncover friction points in discount discoverability
- Lowered the churn rate on SportsEngine by 10% by conducting (10K+ in-app) survey responses on the SportsEngine app to synthesize insights to provide retention-focused improvement information to cross-functional teams
- Benchmarked fan engagement trends across B2C/B2B platforms to inform FanClub enhancements, driving 25% sign-ups
- Improved internal user activation by mapping onboarding workflows in Jira for 100+ employees with cross-functional stakeholders reducing onboarding time by 3 days, by creating step-by-step documentation to identify & resolve friction points

### Digital Product Strategist

Remote | **Fall 2019 - Fall 2020**

**Entrepreneur** (*Developed content strategies to grow a social media brand*)

- Founded and grew a social media content brand to 30K+ followers in 4 months during the platform's early adoption phase, generating \$1,500+ by monetizing community engagement in live viewer donations
- Created a Discord community for fans to directly engage with the social media content brand after growing to 30K+ followers, fostering 24/7 interaction and increasing the social media brands retention by 30%

## LEADERSHIP

### Founder, President

**Fall 2025 – Present**

**Loop at University of Central Florida** (*Product Management Student Organization*)

- Founded a university-wide student organization, leading 10+ students and recruiting 1 faculty sponsor with the goal of creating a strong talent pipeline of product managers from UCF to the tech industry
- Designed and launched programs and forums on lifecycle, user research, and industry tools, projected to engage 25+ students and attract 5+ tech industry speakers

## ADDITIONAL

**Programming Languages:** SQL, Python, Java

**Software Tools:** Confluence, Microsoft Suite, Google Suite, Tableau, Figma, Jira, Asana, Adobe Suite, Salesforce, Google Cloud, Excel (Automation & Macros), ChatGPT, Data Analytics

**PM Skills:** Agile Methodologies, Roadmaps, Scrum, User Stories, Customer Needs, Prioritization & Escalation, Lifecycle Management, Go-to-Market, B2C & Social Media Production

**About Me:** Rock Climber, Soccer Player, Body Building, Film, Creative Storytelling, Content Creation, Start Ups