

EMILY RODRIGUEZ

Seattle, WA | emily.rodriguez@email.com | (206) 555-0321

LinkedIn: linkedin.com/in/emilyrodriguez

PROFESSIONAL SUMMARY

Strategic Product Manager with 8 years of experience launching B2B and B2C products generating \$50M+ in annual revenue. Expert in agile methodologies, data-driven decision making, and cross-functional team leadership. Track record of 0-to-1 product launches and scaling products to millions of users.

EXPERIENCE

Senior Product Manager | CloudPlatform Inc. | Seattle, WA | 2021 - Present

- Led product strategy for enterprise collaboration suite used by 2M+ daily active users
- Launched 3 major features resulting in 40% increase in user engagement and \$15M ARR growth
- Managed product roadmap balancing customer requests, technical debt, and strategic initiatives
- Conducted 100+ customer interviews and synthesized feedback into actionable product requirements
- Collaborated with engineering team of 15 to deliver quarterly releases on time and within scope
- Defined and tracked KPIs including NPS (improved from 32 to 58), retention, and feature adoption

Product Manager | E-commerce Startup | San Francisco, CA | 2018 - 2021

- Owned end-to-end product lifecycle for mobile shopping app with 500K monthly active users
- Increased conversion rate by 35% through checkout flow optimization and A/B testing
- Launched loyalty program driving 25% increase in repeat purchases
- Wrote detailed PRDs and user stories for engineering team, reducing requirement ambiguity by 50%
- Prioritized backlog using RICE framework, ensuring highest-impact features shipped first

Associate Product Manager | Tech Giant Corp | Mountain View, CA | 2016 - 2018

- Supported senior PM on search product features reaching 100M+ users globally
- Analyzed user behavior data to identify pain points and opportunities
- Coordinated beta launches with 10K+ users, gathering feedback and iterating

EDUCATION

Master of Business Administration | Stanford Graduate School of Business | 2016

- Focus: Technology and Operations

Bachelor of Science in Industrial Engineering | Georgia Tech | 2012

- Honors Graduate

SKILLS

Product: Roadmap Planning, User Research, A/B Testing, Agile/Scrum, PRD Writing

Analytics: Amplitude, Mixpanel, Google Analytics, SQL, Looker

Tools: Jira, Confluence, Figma, Miro, Productboard

Methodologies: Jobs-to-be-Done, Design Thinking, OKRs, RICE Prioritization

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)
- Pragmatic Institute Certified Product Manager