MALLORY REULMAN
PRODUCT STRATEGIST

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Practicing
Human-Centered Design
Lean Experimentation
Agile Development

Tool Kit
Google Analytics
Mixpanel
Sketch
Invision
Advanced MS Excel
Metamarkets
MailChimp
Google Adwords
Facebook Ads
AdRoll
Unbounce
Apple App Store
Google Play Store

Programming
Ruby on Rails
PostgreSQL
HTML5
CSS3
Heroku
Git/GitHub
WordPress

EDUCATION

UC, Santa Barbara   2010
BA, Communication
TEC Certificate, Technology
Management Program

General Assembly   2014
Web Development Immersive

FEATURED PRODUCTS

PwC / Google Alliance – http://bit.ly/pwc-google: 8-week project, focused on reinventing the future of retail. Presented prototype to Google partners in Mexico City, led to the renewal of alliance agreement and generation of 3 sales leads.

Collegiate StarLeague – https://cstarleague.com: 12-week site rebuild, focused on automating admin operations, season generation, and improving new user on-boarding flow. Reduced time spent to create and register for a season by 75%.

Adventures in Wonderland – https://www.adventuresinwonderland.com: 16-week site rebuild, focused on reducing friction in admin workflows and increasing consumer checkout experience. Boosted e-commerce conversion rate by 32%.

RELATED EXPERIENCE

Philosophie – Santa Monica, CA
Product Strategist | 2014 – Present (2 years)
- Partner with product stakeholders to validate customer problem through user interviews, prototyping, and Lean experimentation.
- Facilitate Agile development process while coaching client Product Owners on Agile and Lean practices.
- Drive team to ship early and often to deliver small, testable chunks of value.
- Manage client expectations and maintain relationships beyond engagement.

Stardust Studios – Santa Monica, CA
Technical Product Manager | 2013 – 2014 (9 months)
- Conducted interviews to understand needs, challenges, and expectations of target customers, end-users, and stakeholders.
- Researched the competitive landscape to validate proof of concept.
- Defined and prioritized user stories; outlined the product roadmap and made strategic decisions on product architecture.

Thinknear by Telenav – Culver City, CA
National Account Manager | 2013 (6 months)
- Front-end developer and designer for 100+ mobile landing pages. Created and monitored A/B tests for 40% of all campaigns.
- Generated $1.4 million in sales: $750,000 in new business and $650,000 in client renewals, in less than 6 months.
- Produced detailed weekly and monthly campaign summary reports to provide data-driven recommendations that improved future campaign performance.
- Utilized most successful campaigns to build monthly case studies for sales and marketing materials.

SocialStay – Santa Barbara, CA
Product Manager | 2010 – 2012 (2 years)
- Worked with leadership team and end-users to define product roadmap. Created and prioritized user stories based on perceived user value.
- Facilitated the Agile development process, removed impediments and supported development team to meet internal and external deadlines.
- Led client on-boarding and deployed 4-5 mobile apps per month.
- Built weekly analytics reports and provided monthly usage metrics to 35+ clients.