**A person wearing glasses and a jacket

Description automatically generated**

**2017 - 2019**

**MetroTech Innovations**

Product Manager

http://www.sophiaellisportfolio.com/

**SOPHIA ELLIS**

Product Manager

+123-456-7890

sophia.ellis@emaildomain.com

**2021 – present**

**InnovateX Digital Solutions**

Senior Product Manager

**PROFILE**

* KPI Tracking with Tableau
* Agile/Scrum Project Management
* Figma & Sketch Prototyping
* A/B Testing & Optimization
* Jira & Asana for PLM
* SQL & Data Analysis

**TECHNICAL SKILLS**

**WORK EXPERIENCE**

Experienced Senior Product Manager with over eight years of expertise in managing and launching innovative digital products. Adept at driving product development, improving user engagement, and collaborating with cross-functional teams to exceed business goals. Known for strategic roadmap planning, data-driven decision-making, and customer-focused improvements.

* Oversaw the product lifecycle for a B2C SaaS platform, boosting customer retention by 25%.
* Developed a strategic roadmap that included three major feature releases based on customer feedback.
* Coordinated with engineering and UX teams to optimize product features, reducing user friction points by 20%
* Managed the end-to-end design process for a mobile app, achieving a 35% increase in active users.
* Conducted competitive analysis and user surveys to align product strategy with market needs.
* Partnered with marketing to enhance product positioning, resulting in a 20% increase in acquisition rates.
* Established product KPIs and tracked performance, driving continuous product improvement.
* Collaborated with stakeholders to ensure the product vision aligned with business objectives.
* Led the development of a customer feedback feature, increasing user engagement by 40% within six months.
* Boosted user satisfaction scores by 25% through targeted product enhancements and regular A/B testing.
* Streamlined product requirements with design and engineering teams, reducing development cycle time by 15%.
* Developed a product roadmap based on market trends, launching three successful new features.
* Improved Net Promoter Score (NPS) by 20% through customer feedback integration.

**2019 - 2021**

Product Design Manager

**Ginyard International Co.**

* Cross-Functional Team Leadership
* Data Analysis & KPI Tracking
* Strategic Roadmap Planning
* Competitive Analysis
* User Research
* Agile and Scrum Methodologies
* Product Lifecycle Management

**EXPERTISE**

**EDUCATION**

**WORK EXPERIENCE (CONTINUED)**

**Bachelor of Business Administration**

**2015 - 2017**

**BrightSpark Solutions**

Associate Product Manager

**Northbridge University**

* Supported product launch initiatives for a CRM tool, growing the user base by 18% within the first year.
* Conducted user research sessions, leading to a 15% improvement in key user experience metrics.
* Liaised with the customer support team to resolve issues, leading to a 10% decrease in support tickets.
* Worked closely with development teams to prioritize feature requests and optimize project timelines.
* Provided regular product performance insights to senior leadership to guide strategic decisions.
* Collaborated with marketing to refine product messaging, resulting in a 12% increase in initial product adoption.

2010 - 2013

* Spanish (Fluent)
* English (Native)
* French (Intermediate)

**REFERENCES**

**LANGUAGES**

Contact details attached to this resume.

**2013 - 2015**

* Assisted in the development and launch of an e-commerce platform, contributing to a 20% growth in monthly users.
* Analyzed customer usage data to inform minor product adjustments, enhancing user satisfaction.
* Coordinated with QA and development teams to ensure timely and efficient release cycles.
* Managed communications with stakeholders, aligning project updates with organizational goals.
* Developed and monitored KPIs, helping identify growth opportunities and areas for improvement.

Junior Product Manager

**TechNova Labs**