

## Product Management Specialist

# JANE DOE

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## PROFESSIONAL SUMMARY

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Diligent, dedicated product manager with broad-range experience in e-commerce, including product marketing and product development. Expertise in mobile and digital product management, multivariate research & testing, data analysis, feature development roadmaps and related apps. Organizes and implements innovative mobile product strategies. Proven ability to direct and manage teams to meet strategic goals that align with company objectives. Collaborative, decisive and customer-focused with excellent communication skills.

## CORE COMPETENCIES

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- Digital Product Management
- User Research & Usability Testing
- Mobile User Experience Enhancement
- MVP Requirements
- A/B Testing, Web Analytics
- Adobe Target & Site Catalyst
- Jira/Atlassian
- Interaction Design
- Focus Group Management
- Content Inventory & Analysis
- Business Requirement Documents
- Wireframe Development

## PROFESSIONAL EXPERIENCE

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### FERGUSON ENTERPRISES – NEWPORT NEWS, VA

9/2016 – PRESENT

**SENIOR PRODUCT MANAGER:** Promoted from among peers from Mobile Product Owner to Sr. Product Manager of a 5-member team responsible for strategic business improvement initiatives for a \$1.3 billion business unit.

- Executes development roadmap and sets team OKRs (Objective & Key Results) to align with corporate goals and strategy.
- Instituted an OKR-framework for product team for focus and measurement of strategic outcomes, resulting in increased development output and less rework/bugs.
- Successfully initiated streamlining protocol to identify friction in product shopping cart and implemented recommendations, resulting in increased cart-to-checkout conversion of 30%.
- Identified technical update opportunity in header-to-path, increasing log ins by 15% and registrations by 18%.

**MOBILE PRODUCT OWNER:** Proactively designed Ferguson mobile product strategy/vision in a B2B ecommerce role. Cross-trained to flex to other teams to assist with other products and projects as needed. Managed internal and external company communications.

- Maintained client-centric focus to improve current (and provide new) mobile offerings to better meet client needs.
- Regularly defined use requirements while overseeing design/development of mobile website and applications.
- Strategically selected company projects that increased mobile orders, resulting in tripled orders over a 2-year period.
- Created a mobile branded scanner app for customer download, reducing company costs and increased use of labeling programs.

### DOMINION ENTERPRISES (ForRent.com) – NORFOLK, VA

5/2012 – 8/2013

**PRODUCT DEVELOPER:** Managed user experience/product development for ForRent.com, identified opportunities for improvement.

- Wrote user interface specs/product requirements, created wireframes, and worked closely with graphic designers, SEs and UI developers on implementations. Managed user testing/focus groups, increased conversions, and created hypotheses for solutions.
- Created A/B and multivariate test plans. Reviewed test results and provided in-depth analyses and recommendations on site updates and further testing.
- Led a redesign of the website, leading to a 25% overall increase in lead generation conversions.
- Recommended a change to testing software, saving the company 50% annually on the product and increasing testing productivity.

## GANDER MOUNTAIN – GREENVILLE, NC

7/2009 – 5/2012

**MARKETING SPECIALIST:** Managed special development and data projects for Gander Mountain's direct marketing department and Overtons.com sporting equipment e-commerce companies.

- Oversaw mobile website launch and management, including Facebook apps, email segmentation, and shopping cart remarketing.
- Worked on web and email promotion team, brainstorming and developing promotions to best resonate with users.
- Conducted multi-channel reporting, database analyses, and AB testing results analyses.
- Regularly tracked and monitored website stats, observed user trends, and made recommendations.
- Managed vendor relationships with database company, email provider, and mobile web provider.
- Developed a complex customer attribution model, resulting in improved evaluation of company affiliate program spend.

## MADDEN CORPORATE SERVICES – LAKELAND, FL

3/2007 – 6/2009

**SENIOR PRODUCT COORDINATOR:** Layout director of web applications based on UX principles, user testing and C-suite input. Direct supervisor, mentor and trainer of Program Coordinator.

- Wrote development team requirements, managed design processes, and participated in scrums, sprint kick-off meetings and retrospectives.
- Initiated daily communication with off shore quality assurance teams regarding requirements and UAT testing.
- Product Owner for an internal company start-up (TournEase, a web-based golf-tournament planning software product).
- Recommended, delivered and implemented a new customer tool, which led to a 60% reduction in website exits.

## ASCENT HEALTHCARE (now Stryker Sustainability) – LAKELAND, FL

5/2006 – 4/2007

**BUSINESS ANALYST:** Provided on-going support for marketing and sales teams through creation of data-driven product marketing tools.

- Developed and analyzed sales and marketing reports for national outside sales, corporate accounts, and customers.
- Successfully trained sales force to use data analysis results as marketing tools and accurately explain information to clients.
- Managed sales database including set-up and maintenance of new accounts.
- Served as liaison between VP of Sales Operations and sales force, including conducting debriefings on procedures and sales data as well as regional sales meetings and sales schools.

## CERTIFICATION & EDUCATION

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- Certified in Product Management (Level 6) by Pragmatic Marketing
- University of Colorado, Denver, CO – Major: Anthropology

## PROFESSIONAL AFFILIATION

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Former President and Board Member of the User Experience Professionals Association (UXPA) Norfolk (2012–2016).

- UXPA supports people who research, design, and evaluate the user experience of products and services.
- Held a variety of roles including communications, developing quality programming, and general leadership for the group.