

# JANE DOE

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## Skills & Abilities

Digital Product Management, User Research, Usability Testing, Focus Groups, Personas, Use Cases, User Stories, Wireframes, Content Analysis, Content Inventory, Competitive Analysis, Interaction Design, Mobile User Experience, MVP Requirements, Business Requirement Documents, A/B Testing, Adobe Target, Adobe Site Catalyst, Optimizely

## Experience

### SENIOR PRODUCT MANAGER | FERGUSON ENTERPRISES | SEPTEMBER 2016 – PRESENT

- ❖ Instituted an objective and results based (ORK) framework for my Product Team to help focus and measure. This resulted in increased throughput in development, and less rework/bugs.
- ❖ Worked to find friction in the shopping cart, and after recommendations were implemented, increased cart to checkout conversion by 30%.
- ❖ Identified opportunity in the header to path customers to log-in which increased log-ins by 15% and registrations by 18%.

Ferguson is a wholesale supplier of commercial and residential plumbing supplies through branches, retail stores and ecommerce sites. A \$16.7 billion dollar company with more than 1,400 locations and over 27,000 associates nationwide.

- Responsible for the overall strategy and feature development roadmap of Ferguson.com and related apps.
- Determine how to execute development roadmap to align with overall corporate strategy.
- Set team OKRs (Objective and Key Results).
- Direct manager of digital product managers.

### MOBILE PRODUCT OWNER | FERGUSON ENTERPRISES | AUGUST 2013 – SEPTEMBER 2016

- ❖ Selected projects that aligned with the company strategy of increasing mobile orders, and tripled orders over a two year period.
  - ❖ Our company was providing physical scanning devices to customers as part of a warehouse service offered. These were expensive and easily lost or damaged. I created a mobile branded scanner app which customers could download to mobile devices at no charge and reduced company costs and increased use of the labeling programs.
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- Responsible for mobile product strategy & vision at Ferguson in a B2B ecommerce role.
  - Learn about Ferguson customers, and use learnings to improve current and provide new mobile offerings to better meet their needs.
  - Define use requirements, and oversee design & development of mobile website and applications in an agile environment.
  - Manage internal and external communications throughout the organization.

- Flex to other teams to assist with other products and projects as needed.

#### **PRODUCT DEVELOPER | DOMINION ENTERPRISES | MAY 2012 – AUGUST 2013**

- ❖ Led a redesign of the website which led to a 25% overall increase in lead generation conversions.
- ❖ Recommended a change to the testing software we were using which saved the company 50% annually on the product and increased testing productivity.

Forent.com is an apartment rental listing site that gets 8 million online visits a month and lists 17,000 apartment communities.

- Manage the user experience product development for ForRent.com, an apartment rental ILS site.
- Identify opportunities to improve user experience on website, and create plans to resolve.
- Write user interface specifications and product requirements, create wireframes and work with graphic designers, SEs and UI Developers to implement.
- Manage user testing, customer interviews and focus groups. Identify opportunities on company website to increase conversion and create hypotheses for solutions.
- Create A/B or Multivariate test plans.
- Review test results and provide in depth analysis and recommendations on site updates, or further testing.
- Understand web analytics and relevant data points.

#### **MARKETING SPECIALIST | GANDER MOUNTAIN | JULY 2009 – MAY 2012**

- ❖ Developed a complex customer attribution model that helped the company better evaluate their affiliate program spend.

Gander Mountain, Inc., is a retail company offering outdoor recreation products and services through retail stores, e-commerce sites and catalogs.

- Managed special development and data projects for the direct marketing department of Gander Mountain.com and Overtons.com, sporting equipment e-commerce companies.
- Projects included: Mobile website launch and ongoing management, Facebook Apps Launch, Email Segmentation Project, Shopping Cart remarketing.
- Was a member of the web and email promotion team, brainstorm and develop promotions and creative that would best resonate with users.
- Handle Direct Marketing department multi-channel reporting, Database Analysis, AB Testing Results Analysis.
- Track and monitor website stats, observe user trends, make recommendations as needed.
- Manage Vendor relationships with database company, email provider, mobile web provider.

#### **SENIOR PRODUCT COORDINATOR | MADDEN CORPORATE SERVICES | MARCH 2007 – JUNE 2009**

- ❖ Recommended and delivered a new customer tool which led to a 60% reduction in website exits.

Madden is (was) a digital and branding agency based in Lakeland, FL which specialised in proving non-profit associations and corporate restaurant / service industry with private ecommerce stores for employees and individual store locations.

- Directed layout of web applications based on UX principles, user testing and c-suite input.
- Wrote requirements for development team, managed design process, participated in scrums, sprint kick-off meetings and retrospectives.
- Daily communication with off-shore quality assurance regarding requirements and UAT testing.
- The product owner for an internal start-up at the company; TournEase, a web-based golf-tournament planning software product.
- Direct supervisor of Program Coordinator.

#### **BUSINESS ANALYST | ASCENT HEALTHCARE (NOW STRYKER SUSTAINABILITY) | MAY 2005 – MARCH 2007**

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Ascent is (was) a medical technology company that served 1,800 hospitals and group purchasing organizations throughout North America with solutions for cardiovascular, orthopedics, gastroenterology, and general surgery devices.

- Provide on-going support for marketing and sales teams through creation of data-driven product marketing tools at Ascent Healthcare, a medical device reprocessing company.
- Develop and analyze sales and marketing reports for national outside sales force, corporate accounts team and internal and external customers.
- Train sales force to use data analysis results as marketing tools, and how to explain information to clients.
- Manage sales database including set up and maintenance of new accounts and training sales force.
- Liaison between VP of Sales Operations and sales force including debriefing on procedures and sales data as well as regional sales meetings and sales schools.
- Manage off-site national trade shows including preparing materials, booths and personnel coordination, staffing booth as alternate if needed.

#### **Associations**

##### **FORMER PRESIDENT AND BOARD MEMBER | UXPA NORFOLK | 2012 - 2016**

The User Experience Professionals Association (UXPA) supports people who research, design, and evaluate the user experience of products and services. Held a variety of roles and responsibilities including communications, developing quality programming and general leadership for the group.

#### **Education**

##### **1997-2000 | UNIVERSITY OF COLORADO**

- Major: Anthropology