

Product Manager

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SUMMARY

Product manager with seven years owning B2B and consumer features from discovery to launch, skilled in roadmapping, experimentation, and cross-functional leadership, with a record of growing adoption and revenue through evidence-based prioritization.

EXPERIENCE

Senior Product Manager, Vantage Product Group

2021 – Present

City, ST

- Owned a self-serve onboarding initiative that grew activated accounts 34% and added an estimated \$2.1M in annual recurring revenue.
- Built and ran a quarterly roadmap across 3 squads, aligning engineering, design, and sales on shared outcomes.
- Ran 50-plus customer-discovery interviews that killed two low-value features and refocused the team on retention.
- Lifted 30-day retention from 52% to 68% by sequencing experiments against the biggest drop-off point.
- Defined and tracked the north-star metric and a weekly KPI review adopted across the product org.
- Prioritized a backlog of 200-plus items using a weighted scoring model that doubled shipped-impact per quarter.
- Drove a pricing-and-packaging change that raised average revenue per account 19% without lifting churn.

Product Manager, Beacon Software Co.

2018 – 2021

City, ST

- Launched a mobile feature to 400K users that grew weekly active usage 21% in its first two months.
- Wrote clear PRDs and acceptance criteria that cut mid-sprint scope changes by half.
- Partnered with data to instrument funnels, turning a vague drop-off complaint into three prioritized fixes.
- Coordinated a beta of 1,200 users whose feedback reshaped the launch and avoided a costly misstep.
- Reduced time-to-launch on new features 30% by tightening the discovery-to-delivery handoff.
- Presented quarterly outcomes to leadership, securing headcount for a new growth squad.

EDUCATION

Bachelor of Business Administration

2011 – 2015

State University — City, ST

SKILLS

Product roadmapping · Customer discovery · Prioritization frameworks · Experimentation · Cross-functional leadership · Product analytics · PRD and spec writing · Stakeholder communication · Go-to-market planning · Agile delivery · Pricing and packaging · User-story mapping