



# Paul Griffin

Amazon Product Manager

Los Angeles, United States email@email.com

## Profile

Highly competent Product Manager with eight years of experience in Agile product development for e-commerce platforms in the ICT technology space. Co-led product development for a commercialization strategy or green fitness products and supplements for the Africa Market. Tasked with the responsibility to re-design UX and UI for multiple social media platform landing pages and online shopping functionalities. Holds a Masters Degree in Computer Sciences with a double major in Digital Marketing.

## Employment History

Jul 2019 — Jul 2020

Macclesfield

### E-Commerce Product Manager at Takealot

Increased customer acquisition by 54% by implementing a new E-commerce listing creation process to streamline subscriptions

- Manage project, program and product teams
- Integrate software development, testing, and technology design with e-commerce business requirements
- Translate customer needs into product features, pricing models and UI design
- Analyze market and customer engagement statistics on pilot projects to determine viability for mass launching
- Define product requirements and specifications to deliver successful user experiences
- Apply data and back-end customer engagement metrics to motivate assumptions and assertions of business value
- Conceptualize, facilitate and manage multiple projects at a time
- Build systems to spearhead critical decisions of global e-commerce strategies

Jan 2017 — May 2019

Buffalo Grove

### Senior Product Manager at Amazon

Reclaimed \$86K in revenue by restructuring sales territories according to product lines instead of locations

- Reverse engineer product tweaks by working backward from customer feedback data
- Focus on friction-free, easy to use product platforms to solve customer issues and enhance the online shopping experience
- Contribute feedback suggestions and potential solutions throughout each phase of the product life cycle from conceptualization through to launching stages
- Act as the end-to-end owner of five product channels

## Details

1515 Pacific Ave

Los Angeles, CA 90291,  
United States

(541) 754-3010

Place of birth

San Antonio

Nationality

American

Driving license

Full

## Links

LinkedIn

Facebook

Twitter

## Skills

Amplitude, Domo, Geckboard, Google Analytics, GoodData, Heap, Mixpanel, Pendo, Segment

FormStack, Google Forms, Idea Scale, Qualtrics, Spigit, SurveyMonkey, TypeForm, UserVoice, Wootric

Axure, Balsamiq, Figma Design, Flaticon, Framer, InVision, MockingBird, LiveShare, Moqups, Sketch, UXPin

Adobe Target, Appsee, Clicktale, FullStory, Helio, Hotjar, Lookback, Optimizely, SessionStack, Usabilia, UserTesting, UXCam, Validately

- Manage product business cases to identify product value propositions, define unique customer experience specifications and craft marketing plans to enhance customer adoption levels
- Formulate insights and design innovative action plans to leverage new ideas regarding product designs and improvements to existing product offerings

Appcues, Evergage, Hopscotch, Inline Manual, Intercom, UserIQ, Tour My App, WalkMe, Whatfix

AHA, Confluence, GoToMeeting, G-Suite, Hangouts Chat, Microsoft Office 365, Slack, Zoom, Facebook Live, Quipp

Asana, Monday, Trello, Jira, PivotalTracker, Rally,

A/B Testing

Risk Management

Data Analytics

Coding

Product Development Life Cycle

Troubleshooting

Revenue Management

SWOT Analysis

UX/UI Design

User Research

Value Propositions

Deliverables & Milestones

Road-mapping

Feature Priorities

Ranking

Digital Channels

Quality Assurance

CSS

Beta Testing

Jan 2014 — Jul 2016

Mannheim

## Junior Product Manager at Wish

*Increased average order value by 30% year on year by creating a mobile app for online shopping*

- Collect system and business requirements from external and internal customers and drive project schedules accordingly
- Lead and coordinate product launches and feedback surveys
- Accountable for making appropriate trade-offs between product features and time-to-launch deadlines

## Education

Jan 2020 — Jul 2020

Orange County

## Project Management Academy

Project Management Professional (PMP)

4,900 hours of project management practical

40 hours of project management education

Jan 2017 — Jul 2019

San Diego

## Northwestern Kellogg University

Bachelor of Science Degree in Product Strategy

Jan 2017 — Jul 2018

Online

## Association for International Product Marketing and Management, AIPMM

Certified Amazon Product Manager

Jan 2015 — Jul 2016

Boston

## Boston University

Digital MicroMasters Product Management Certification

Course Curriculum: Building product roadmaps, Agile product management practices for software/digital products, Guiding product development, Social media marketing

## Courses

Jul 2020 — Jul 2020

## Agile Advanced Certified Practitioner at Scrum Alliance, Online

Jan 2019 – Aug 2019

Certified Product Manager, AIPMM  
(Association of International Product  
Marketing & Management), Online at  
Certified Product Manager, AIPMM, Online

## Languages

English



German



## Hobbies

Cycling, Swimming,  
Hiking