

# Paul Griffin, Amazon Product Manager

1515 Pacific Ave, Los Angeles, CA 90291, United States, (541) 754-3010, email@email.com

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Place of birth	San Antonio	Driving license	Full
Nationality	American		

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LINKS [Linkedin](#), [Facebook](#), [Twitter](#)

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## 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.*

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## EMPLOYMENT HISTORY

Jul 2019 — Jul 2020 **E-Commerce Product Manager, Takealot** Macclesfield

*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 **Senior Product Manager, Amazon** Buffalo Grove

*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
- 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

Jan 2014 — Jul 2016 **Junior Product Manager, Wish** Mannheim

*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
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## EDUCATION

Jan 2020 — Jul 2020 **Project Management Professional (PMP), Project Management Academy** Orange County

4,900 hours of project management practical

40 hours of project management education

Jan 2017 — Jul 2019	Bachelor of Science Degree in Product Strategy, Northwestern Kellogg University	San Diego
Jan 2017 — Jul 2018	Certified Amazon Product Manager, Association for International Product Marketing and Management, AIPMM	Online
Jan 2015 — Jul 2016	Digital MicroMasters Product Management Certification, Boston University	Boston
	Course Curriculum: Building product roadmaps, Agile product management practices for software/digital products, Guiding product development, Social media marketing	

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## SKILLS

Amplitude, Domo, Geckboard, Google Analytics, GoodData, Heap, Mixpanel, Pendo, Segment	Revenue Management
FormStack, Google Forms, Idea Scale, Qualtrics, Spigit, SurveyMonkey, TypeForm, UserVoice, Wootric	SWOT Analysis
Axure, Balsamiq, Figma Design, Flaticon, Framer, InVision, MockingBird, LiveShare, Moqups, Sketch, UXPin	UX/UI Design
Adobe Target, Appsee, Clicktale, FullStory, Helio, Hotjar, Lookback, Optimizely, SessionStack, Usabilia, UserTesting, UXCam, Validately	User Research
Appcues, Evergage, Hopscotch, Inline Manual, Intercom, UserIQ, Tour My App, WalkMe, Whatfix	Value Propositions
AHA, Confluence, GoToMeeting, G-Suite, Hangouts Chat, Microsoft Office 365, Slack, Zoom, Facebook Live, Quipp	Deliverables & Milestones
Asana, Monday, Trello, Jira, PivotalTracker, Rally,	Road-mapping
A/B Testing	Feature Priorities
Risk Management	Ranking
Data Analytics	Digital Channels
Coding	Quality Assurance
Product Development Life Cycle	CSS
Troubleshooting	Beta Testing

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## COURSES

Jul 2020 — Jul 2020	Agile Advanced Certified Practitioner, Scrum Alliance, Online
Jan 2019 — Aug 2019	Certified Product Manager, AIPMM (Association of International Product Marketing & Management), Online, Certified Product Manager, AIPMM, Online

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LANGUAGES

English

Native speaker

German

Native speaker

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HOBBIES

Cycling, Swimming, Hiking