

PAUL GRIFFIN

Amazon Product Manager

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(541) 754-3010

email@email.com

Place of birth *San Antonio* Driving license *Full*
Nationality *American*

LINKS

[LinkedIn](#), [Facebook](#), [Twitter](#)

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

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

❖ **Senior Product Manager, Amazon** Jan 2017 — May 2019
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

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

EDUCATION

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

4,900 hours of project management practical
 40 hours of project management education

❖ **Northwestern Kellogg University** Jan 2017 — Jul 2019
Bachelor of Science Degree in Product Strategy San Diego

❖ **Association for International Product Marketing and Management, AIPMM** Jan 2017 — Jul 2018
Certified Amazon Product Manager Online

❖ **Boston University** Jan 2015 — Jul 2016
Digital MicroMasters Product Management Certification Boston

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

SKILLS

Amplitude, Domo, Geckoboard,
 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

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

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

Coding
Product Development Life Cycle
Troubleshooting

COURSES

❖ **Agile Advanced Certified Practitioner** Jul 2020 — Jul 2020
Scrum Alliance, Online

❖ **Certified Product Manager, AIPMM (Association of International
Product Marketing & Management), Online** Jan 2019 — Aug 2019
Certified Product Manager, AIPMM, Online

LANGUAGES

English *Native speaker* German *Native speaker*

HOBBIES

Cycling, Swimming, Hiking