CELESTE TRAN

Amazon Product Manager

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in [LinkedIn](#)

WORK EXPERIENCE

Product Manager

The Home Depot

📅 November 2018 - current   📍 Atlanta, GA

- Implemented AWS for data storage and management, improving data retrieval time by 42%.
- Improved strategic decision-making and increased product sales by 27% using Tableau to visualize key product performance metrics.
- Launched three new products in 8 months, boosting overall product sales by 7% and contributing to a $1.1M increase in net revenue.
- Scaled the use of A/B testing, **leading to a 33% increase in conversion rates** and a 6% rise in market share.

Product Analyst

Coca-Cola

📅 June 2015 - September 2018   📍 Atlanta, GA

- Leveraged Trello to enhance team productivity and manage 9 simultaneous projects.
- Increased product visibility and online sales by 17% by using Amazon Seller Central to manage product listings.
- Collaborated on Figma with the design team to reduce prototyping errors and improve product design efficiency.
- **Boosted customer retention and satisfaction by an average of 36%** by implementing Zoho CRM for stronger customer relationships.

Project Coordinator

UPS

📅 May 2012 - May 2015   📍 Atlanta, GA

- Worked with the finance team to manage project budgets, reducing unnecessary expenditures by 12% and improving budget allocation.
- Led stakeholder meetings and updated them on project progress, improving stakeholder satisfaction by 23%.
- Managed vendor relationships for project needs and negotiated contracts that **led to a 15% drop in project costs.**
- Used Slack to streamline communication with stakeholders and project teams to reduce communication delays and improve team collaboration.

EDUCATION

M.S.
Human-Computer Interaction
Georgia Institute of Technology
📅 September 2012 - April 2014
📍 Atlanta, GA

B.S.
Computational Media
Georgia Institute of Technology
📅 September 2008 - April 2012
📍 Atlanta, GA

SKILLS

- Trello
- Tableau
- Amazon Web Services (AWS)
- Amazon Seller Central
- Slack
- Figma
- Zoho CRM

CERTIFICATIONS

- Certified Product Manager (CPM)