





VIOLET SERENIDAD

ASSISTANT PRODUCT MANAGER

CONTACT

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EDUCATION

Bachelor of Science
Economics
University of California,
San Francisco
2017 - 2021
San Francisco, CA

SKILLS

Agile
Scrum
Written/Verbal
Communication
Microsoft Office Suite
Product Mapping
Product Management
Google Suite

CERTIFICATIONS

PMP
PMI-ACP

CAREER OBJECTIVE

Assistant product manager consistently seeking to outperform competitors and understand the "why" behind customer buying habits. Passionate about validating opinions with data and learning new skills. Seeking an assistant product manager role at Clari to inform internal teams, develop a smooth production process, and create more effective products.

WORK EXPERIENCE

Product Manager Intern

Fitbit

2021 - current / San Francisco, CA

- Worked cross-functionally to manage 3 products from conception to launch
- Helped design and develop technologies that improved access to key information, increasing efficiency by 58%
- Streamlined execution cycle for 10+ products, focusing specifically on analyzing and promoting
- Analyzed 30+ markets, competition, and user requirements to present new product initiatives

PROJECTS

Vial PM Internship

- Defined 8 key metrics for product success
- Understood 300+ consumer needs and relayed them to the product team to streamline communication
- Worked with cross-functional engineering, design, and marketing teams to develop 2 new product strategies
- Conducted market analysis to improve 3 products and strategize future product expansions

Compassion International PM Mentorship Program

Junior Fellow

- Supervised packaging and launching processes
- Strategized products and services expansion
- Coordinated and communicated 100% of product and service roadmapping with teams and stakeholders
- Gathered and analyzed 100+ user-submitted surveys
- Developed multi-year roadmaps for 4 products and services