

Francesca Abruzzese

Associate Product Manager

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Customer-centric upcoming graduate with exceptional organizational skills looking to start a thriving Product Manager career at BTC Power.

WORK EXPERIENCE

Peeple Inc. - Associate Product Manager in Training

October 2021 - current

Fresno, CA

- Aided product manager with the inventory management of 3 e-commerce products, creating a 67% work efficiency increase
- Mentored the 21-person customer service team on best practices to ensure customer satisfaction, resulting in a 36% uptick in 5-star reviews
- Orchestrated deep dives into 11 product defects to obtain laser-focused user insights, creating solutions for 8 defects
- Spearheaded quantitative market analysis for 6 existing products
- Partnered with the sales team to develop a pricing strategy to increase sales by 21%
- Chaired the training of 43 staff members in Agile methodology usage, improving the company's response to change by 62%

PROJECTS

Campus Newspaper Subscription App - Creator

- Piloted 2 weekly automated crypto market reports, sending findings to senior editors
- Developed methods to beat campus and local competition, increasing subscriptions by 304%
- Supervised UI/UX team to optimize user satisfaction by 46%
- Created solutions after analyzing user feedback, solving 92% of user complaints
- Guided the journalism team in creating new content, increasing reader satisfaction by 79%

EDUCATION

California State University, Fresno - B.S., Communications

September 2018 - current

Fresno, CA

SKILLS

- Agile Methodology
- Market Analysis
- Project Management
- User Story Management
- Organization