

DIEDRE ANDRADE

Director of Product Management

CONTACT

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(123) 456-7890 

College Park, MD 

[LinkedIn](#) 

EDUCATION

B.S.

Statistics

University of Maryland

September 2006 - April 2010

College Park, MD

SKILLS

Leadership

Product Strategy

Product Expansion

Agile Development

A/B testing and

experimentation

WORK EXPERIENCE

Director of Product Management

SeatGeek

January 2017 - current / College Park, MD

- Managed a portfolio of small, medium, and large product initiatives united under a clear product strategy that generated **over \$8M in annual revenue**
- Played an active role in recruitment, leading the expansion of the product team from 5 PMs and engineers to 20+
- Managed 4 junior PMs and 6 mid-level PMs, and provided regular job performance feedback to improve the team's output by 20% year over year
- Led expansion of product into the virtual event ticketing space, which grew 132% from 2019 to 2020

Senior Product Manager

Stripe

January 2013 - January 2017 / College Park, MD

- Traveled 15% each quarter to meet, negotiate, and present insights and solutions to clients
- Collaborated with sales team to gain new clients through a referral system implemented on platform, which **increased paying customers by 23%** in the first month
- Communicated insights, documentation, requirements, scope, and deadlines to C-level suite, stakeholders, and clients through development and evolution processes
- Led 6 PMs to define product strategy, and fostered partnership with engineers to drive consistency and unity

Product Manager

Mint

April 2010 - January 2013 / College Park, MD

- Conducted intensive market research, and interviewed customers to launch a video clip product from scratch
- Facilitated an agile environment, working across 7 teams to launch MVP and retrieve user feedback
- Extrapolated user feedback, and prioritized pain points to address in product development, successfully resolving issues that **increased user satisfaction by 79%**
- Analyzed the competition, comparing products and services to suggest evolution of product to C-level suite and stakeholders