**ENCLOSURES**

* Resume
* Application
* 2 letters of recommendation

**Dear Mr. Lee,**

IXL Learning transformed my children's education when their school closed during the pandemic and even supplemented their learning after they returned with fun and easy-to-understand methods. This experience has renewed my appreciation for education, and I'm eager to bring an atypical but well-rounded background to ambitiously propel IXL’s products forward.

I’m excited to dive into your upcoming teacher dashboard and analytics projects and have always thrived in the challenges of analyzing KPI failures and translating vast amounts of data into usable improvement strategies so that my cross-functional teams could take action. After collaborating with several departments at Outschool, I optimized a SaaS product to improve task and milestone organization that scaled to over 100K users and boosted customer satisfaction by 19 percent.

My eagerness to learn more about product lifecycles has helped me negotiate with countless vendors during the early production phases. I thoroughly analyzed shifting market trends to further each partnership, presenting stakeholders with thoughtfully strategized solutions and saving them over $8.7K in just two years. I also planned and led a long-term signup test, eliminating weak points and increasing loyal, happy customers by 41 percent.

My ability to think outside the box will enable me to oversee any project from inception to completion, no matter how unconventional. I am eager to apply my experience in SaaS, KPI monitoring, and stakeholder management to revolutionize product development and analytics for teachers implementing IXL Learning. I can also provide overarching guidance and help all team members surpass each new, exciting goal. Please reach out to me with any questions as I would love to show you how I can boost team efficiency and student motivation.

With gratitude,

**Tracy Rodriguez**

**January 18, 2023**

**Paul Lee**

IXL Learning Hiring Manager

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Senior Product Manager

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