





PAULINA BETHEA

PRODUCT MANAGER, LOCALIZATION

CONTACT

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SUMMARY

Experienced Product Manager with a proven history of driving value. With almost a decade of experience, I bring a battle-forged mindset, effective product marketing, and expert communication skills to Monster.com.

EDUCATION

Bachelor of Arts
Marketing
Santa Clara University
2010 - 2014
Santa Clara, CA

SKILLS

Written and Oral
Communication
Teamwork and
Collaboration
PowerPoint
Excel
Google Sheets
Product Marketing
Lean Principles
Agile/Scrum

WORK EXPERIENCE

Product Operations Manager

Fitbit

2017 - current / Mountain View, CA

- Led a community of 33+ strategic leaders to encourage meaningful impact to the business
- Maintained regular communications with 3 key partners
- Ensured partners and stakeholders were aligned with key objectives for 100% of programs and products
- Defined the operating and process structure of product strategy for 4 operations teams
- Advised 7 product teams on the global feasibility of products throughout the product lifecycle
- Developed 22 end-to-end product rollout and project-management implementation plans

Product Manager

Electronic Arts

2013 - 2017 / Redwood City, CA

- Worked with product leads to execute 12 product roadmaps and contribute to long-term product strategies
- Created a shared vision across the company by building consensus on priorities, leading to 100% product execution
- Performed extensive research to identify product opportunities and prioritize 18 roadmaps
- Created complex quantitative analyses summarizing 100% of business and financial data for review

Product Manager, Identity Intern

Netflix

2012 - 2013 / Los Gatos, CA

- Built 4 new features and functionality for the company to deliver mission-critical software to major mortgage lenders
- Collaborated with 6+ cross-functional teams, including engineers, product managers, designers and customers
- Created 27 detailed specs and wireframes, owning features and core parts across web and mobile platforms
- Worked with 8 engineers and 3 design team members to bring ideas and concepts to life