





ELLIE SANTOS

SENIOR PRODUCT MANAGER

CONTACT

ellie.santos@email.com 
(123) 456-7890 
San Antonio, TX 
[LinkedIn](#) 

EDUCATION

B.S.
Mathematics and Economics
University of Texas
September 2009 - April 2013
San Antonio, TX

SKILLS

Google Analytics & Adobe
Analytics
SQL, Tableau, Excel, Google
Sheets
A/B testing and
experimentation
Agile Development, Github

WORK EXPERIENCE

Senior Product Manager

IXL Learning

January 2018 - current / San Antonio, TX

- Supervised the planning, development, and implementation of B2C SaaS product to enable students to submit essays and assignments to tutors for support in real time, which grew to 100K+ daily users
- Interpreted data to understand KPI failures, and worked with cross-functional teams to remedy issues from coding enhancements to loading speed, increasing positive user feedback by 16%
- Traveled 20% of the time to meet with stakeholders across the nation to assist in vision, development, and evolution of platform
- Managed all client, vendor, and stakeholder relationships, negotiating terms, scope, and deadlines

Product Manager

Rocket Mortgage

May 2015 - January 2018 / San Antonio, TX

- Implemented A/B testing to determine reasoning behind customers' top financial services choices, and suggested solutions to improve underperforming services, increasing revenue by \$1.5M
- Executed long-term signup test, boosting paying customers by 38%
- Studied market trends and user feedback, and extrapolated data in Excel to understand customer needs, and presented key insights to management and stakeholders
- Worked with leadership to present key indicators of product growth and adoption, leading to the close of a \$4.1M Series B

Assistant Product Manager

ArchPoint Group

April 2013 - May 2015 / San Antonio, TX

- Communicated, negotiated, and partnered with vendors in product development phase, considering scope, requirements, and cost
- Worked closely with 7 sales staff to present key insights derived from reports created in SQL and Tableau to customers
- Conducted in-depth market analyses, and presented reports to stakeholders, suggesting development strategies that saved \$8K+
- Collaborated with product management team, ensuring supply of proposals and contributing to documentation of objectives