

# Nathan Rodriguez

Associate Product Manager

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• Results-driven professional with 3 years of experience translating customer insights into actionable product requirements, driving \$1.2M in revenue growth through data-driven feature prioritization • Proven track record of cross-functional collaboration with engineering, design, and marketing teams to deliver user-centric solutions that improved customer satisfaction by 35% • Strong analytical foundation with expertise in SQL, A/B testing, and user research methodologies, combined with business acumen in go-to-market strategy and competitive analysis

## PROFESSIONAL EXPERIENCE

### TechFlow Solutions

June 2022 - Present

#### Business Analyst

- Translated feedback from 800+ enterprise users into prioritized product requirements, resulting in 40% reduction in support tickets and \$800K additional ARR
- Owned end-to-end feature definition for mobile expense tracking integration, collaborating with 5-person engineering team to deliver MVP 2 weeks ahead of schedule
- Conducted competitive analysis and user interviews with 50+ customers to identify market gaps, informing product roadmap decisions that captured 15% additional market share
- Built and maintained SQL dashboards tracking key product metrics including DAU, retention rates, and feature adoption, presenting insights to C-level executives monthly
- Led cross-functional initiative between sales, marketing, and engineering teams to optimize onboarding flow, improving user activation rate from 60% to 78%

### StartupCorp

August 2021 - May 2022

#### Data Analyst

- Analyzed user behavior patterns across 10,000+ monthly active users using Google Analytics and Mixpanel, identifying friction points that led to 25% improvement in conversion rates
- Designed and executed A/B tests for checkout flow optimization, resulting in 18% increase in purchase completion and \$200K additional quarterly revenue
- Created automated reporting system using Python and SQL that reduced manual analysis time by 60%, enabling faster product iteration cycles
- Collaborated with UX design team to synthesize quantitative data with qualitative user feedback, informing design decisions for mobile app redesign

### FinanceApp Inc.

June 2021 - August 2021

#### Marketing Coordinator

- Managed go-to-market launch for premium subscription tier, coordinating between product, sales, and customer success teams to achieve 120% of adoption targets
- Conducted market research analyzing 5 competitor products, identifying positioning opportunities that informed product messaging and feature prioritization
- Developed customer segmentation strategy based on usage patterns and demographics, enabling personalized product experiences that improved retention by 22%

## PRODUCT PROJECTS

### Budget Buddy (Personal Finance Web App)

2023

- Identified expense tracking pain points through user interviews with 25 young professionals, validating problem-solution fit before development
- Designed and launched MVP using no-code tools, reaching 450 active users within 3 months through organic growth and user referrals
- Iterated based on user feedback and analytics data, implementing budgeting categories feature that increased daily engagement by 40%

Campus Food Delivery Optimization

2021

- Led 4-person team to analyze campus dining inefficiencies, conducting surveys with 200+ students and interviews with 10 food service staff
- Developed product requirements and wireframes for mobile ordering system, presenting business case to university administration
- Created implementation roadmap with projected 30% reduction in wait times and 15% increase in customer satisfaction scores

TECHNICAL SKILLS

Analytics & Data: SQL (advanced), Google Analytics, Mixpanel, Amplitude, Tableau, A/B testing platforms, Python (intermediate)

Product Management: JIRA, Confluence, Figma, UserVoice, Hotjar, Agile/Scrum methodologies, OKRs framework

Technical: REST APIs (basic understanding), HTML/CSS, JavaScript (basic), Git version control

EDUCATION

University of California, Berkeley

May 2021

Bachelor of Science in Business Administration, Concentration in Information Systems

GPA: 3.8/4.0 | Relevant Coursework: Product Development, Data Analytics, User Experience Design, Software Engineering Principles, Consumer Behavior

Google via Coursera

January 2024

Product Management Professional Certificate

Key Modules: Product Strategy, User Research Methods, Agile Development, Go-to-Market Planning, Analytics and Data-Driven Decision Making

HONORS

1st Place, UC Berkeley Innovation Challenge

April 2021

UC Berkeley

- Led cross-functional team to develop AI-powered study scheduling app addressing time management pain points identified in survey of 300 students
- Created comprehensive product roadmap, conducted user testing with 50 beta users, and pitched to panel of Silicon Valley investors
- Demonstrated 35% improvement in study efficiency metrics during 2-week pilot program

Dean's List Recognition

Fall 2020, Spring 2021

UC Berkeley

- Top 10% academic performance in Business Administration program, demonstrating excellence in strategic thinking and analytical problem-solving

PUBLICATIONS

The Psychology Behind Successful Product Onboarding: A Data-Driven Analysis

March 2024

Medium

- Analyzed onboarding flows of 8 leading SaaS products, reaching 2,800+ readers and generating discussion among product professionals
- Featured in Product Management Weekly newsletter and shared by 3 product leaders at Fortune 500 companies

Bridging the Gap: How Data Analysts Can Think Like Product Managers

January 2024

LinkedIn

- Thought leadership piece on career transition strategies, garnering 1,500+ views and 45 comments from product management community
- Led to mentorship opportunities with 2 senior product managers at tech companies