

Natalie Morrison

Product Manager

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- Product Manager with 5+ years of experience driving user growth and engagement for consumer mobile applications with 1M+ active users
- Proven track record of identifying user problems through data analysis and research, translating insights into product strategy, and delivering measurable business impact through cross-functional collaboration
- Expertise in growth product management, leveraging experimentation frameworks and analytics to optimize conversion funnels, retention mechanics, and monetization strategies

WORK EXPERIENCE

StreamWave Media Inc.

June 2021 - Present

Senior Product Manager, Growth

- Rebuilt onboarding flow based on 50+ user interviews and usability testing sessions, reducing time-to-first-play from 8 minutes to 90 seconds and increasing trial-to-paid conversion by 41% within first quarter of launch
- Led development of personalized recommendation engine by aligning engineering, data science, and design teams on phased rollout approach, resulting in 28% increase in daily active users and 35% improvement in average session length
- Defined 12-month growth product roadmap using RICE prioritization framework after analyzing user cohort data across 6 key segments, influencing company strategy to focus on retention over acquisition and contributing to 22% reduction in churn
- Shipped notification system redesign through A/B testing with 400K+ users across 8 experiment iterations, optimizing send frequency and content personalization to increase re-engagement by 31% while reducing opt-out rates by 18%
- Navigated competing priorities between monetization and user experience by facilitating cross-functional workshops with product, engineering, finance, and UX teams, achieving consensus on ad placement strategy that increased revenue per user by \$2.40 annually without negatively impacting retention metrics

FitTrack Technologies

March 2019 - May 2021

Product Manager

SKILLS

Product Strategy & Frameworks: OKR framework, RICE prioritization, ICE scoring, Jobs-to-be-Done methodology, North Star metric framework, product-market fit assessment, go-to-market strategy, competitive analysis, user story mapping, A/B testing and experimentation

Analytics & Data: Mixpanel, Amplitude, Google Analytics, SQL (intermediate level), cohort analysis, funnel optimization, statistical significance testing, customer segmentation, retention analysis, Excel/Google Sheets (advanced), Tableau, data visualization

Technical Proficiency: Mobile app development lifecycle (iOS and Android), RESTful API concepts, push notification systems, A/B testing frameworks, basic understanding of React Native, HTML/CSS fundamentals, analytics implementation and event tracking

Product Management Tools: Jira, Confluence, Productboard, Figma (design collaboration), Miro, Notion, Asana, Intercom, UserTesting, Hotjar, Looker

Domain Expertise: B2C mobile products, growth product management, freemium and subscription business models, product-led growth (PLG) strategies, consumer app monetization, user acquisition and retention, social and community features

- Identified through analytics deep-dive and 30+ customer interviews that 58% of users abandoned goal-setting during onboarding; redesigned goal creation flow with simplified UI and smart defaults, reducing abandonment by 44% and increasing 30-day retention by 26%
- Launched social features enabling users to share workouts and compete with friends, conducting discovery research with 200+ users to validate concept before development, resulting in 40% of active users engaging with social functionality within 3 months and 19% improvement in weekly active user rate
- Collaborated with engineering team of 5 developers and 2 designers to ship 14 customer-facing features across 7 sprints while maintaining 92% on-time delivery rate and reducing critical bug backlog by 55% through improved triage and prioritization processes
- Defined product analytics framework using Mixpanel and established key metrics dashboard tracking 12 core KPIs, enabling data-informed decision-making across product team and reducing time spent in alignment meetings by approximately 30%
- Led pivot from calorie-counting focus to holistic wellness approach after competitive analysis of 9 market players revealed shifting user preferences, working with marketing to reposition product and contributing to 15% quarter-over-quarter user growth

CloudSync Solutions

July 2017 - February

Associate Product Manager

2019

- Owned file-sharing feature roadmap for consumer product line, shipping 8 major improvements based on user feedback analysis and competitive benchmarking that increased sharing activity by 52% and drove 12% growth in referral-based acquisitions
- Conducted usability testing sessions with 40+ participants to identify friction points in mobile upload flow, collaborating with design team to implement solutions that reduced upload abandonment rate from 34% to 19%
- Partnered with customer success team to analyze support ticket trends and user session recordings, identifying top 5 pain points and prioritizing fixes that decreased support volume by 28% and improved App Store rating from 3.8 to 4.4 stars
- Built business case for freemium tier expansion by analyzing conversion funnel data and conducting TAM assessment, presenting recommendations to executive team that influenced pricing strategy and contributed to \$1.8M in additional annual revenue
- Facilitated weekly sprint planning and retrospective meetings with cross-functional team of 6 engineers and 2 designers, implementing agile best practices that improved team velocity by 23% over 6-month period

Meridian Consulting Group

August 2015 - June

Business Analyst

2017

- Led digital product requirements definition for retail client's mobile commerce app, conducting stakeholder interviews and competitive

analysis to create detailed feature specifications that guided development team and resulted in successful launch reaching 200K downloads in first 3 months

- Analyzed customer behavior data for e-commerce client to identify conversion optimization opportunities, synthesizing findings into actionable product recommendations that increased checkout completion rate by 17% when implemented
- Supported product strategy development for fintech client entering peer-to-peer payments market, conducting market research across 12 competitor products and presenting strategic recommendations that informed product positioning and feature prioritization

EDUCATION

University of Washington

Graduated: June 2015

Bachelor of Science in Information Systems

Relevant Coursework: Human-Computer Interaction, Database Management, User Experience Design, Business Analytics

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

2020

Scrum Alliance

Reforge Product Strategy Program

2022

Reforge

Google Analytics Individual Qualification

2021

Google

AWARDS

Product Excellence Award

2023

StreamWave Media Inc.

Recognized for leading growth initiatives that increased trial-to-paid conversion by 41% and contributed \$3.2M in incremental annual recurring revenue

Innovation Award

2020

FitTrack Technologies

Honored for successful launch of social features that drove 19% improvement in weekly active users and became most-requested feature in customer feedback

SPEAKING

"From Data to Decisions: Building Growth Products Users Love"

September 2023

ProductCon Seattle

Presentation to 300+ product professionals on experimentation frameworks and user research methodologies

PUBLICATIONS

"Balancing Growth Metrics with User Experience: A Framework for Consumer Product Managers"

March 2023

Mind the Product

Article viewed 8,500+ times exploring tension between engagement optimization and user wellbeing