

FIRST LAST

New York City, NY • first.last@resumeworded.com • (212) 123-4567 • linkedin.com/in/username

PROFESSIONAL EXPERIENCE

RESUME WORDED CO.

Product Manager

Lead Business Analyst

New York, NY

2017-Present

2015-2017

Launched Miami office with lead Director and recruited new team of 10 employees; grew office revenue by 200% in first nine months (representing 20% of company revenue). Led redesign of mobile app and website. Promoted within 15 months due to strong performance and organizational impact (one year ahead of schedule).

- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x and 30% decrease in drop off rate
- Drove redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time
- Identified steps to reduce return rates by 10% resulting in an eventual \$75k cost savings
- Overhauled the obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%

INSTAMAKE

Business Analyst

Beijing, China

2013-2015

First hire on analytics team of RW Ventures funded startup (\$10mm Series A). Developed product strategies for lead Director and trained team as it grew to 25 employees. Led redesign of mobile app and website.

- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
- Identified steps to reduce return rates by 10% resulting in an eventual \$75k cost savings
- Designed training and peer-mentoring programs for the incoming class of 25 analysts in 2017; reduced onboarding time for new hires by 50%

MY EXCITING COMPANY

Business Development Consultant

New York, NY

2012-2013

Liaised with C-level executives of My Exciting Company, a RW Ventures-backed ecommerce marketplace website with 100k members which helps designers sell their artwork and designs to businesses.

- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x and 30% decrease in drop off rate
- Identified steps to reduce return rates by 10% resulting in an eventual \$75k cost savings

EDUCATION

LEGENDS UNIVERSITY

Master of Science in Management with Honors; Major in Management

San Francisco, CA

2011-2012

- Awards: Bill & Melinda Gates Fellow (only 5 awarded to class), Director's List 2017 (top 10%)

RESUME WORDED UNIVERSITY

Bachelor of Engineering, Major in Computer Science; Minor in Mathematics

New York, NY

2007-2011

- Completed one-year study abroad with Singapore University [optional; experienced hires do not need details in education, unless it adds new facets to overall resume, like it does in this example]

ADDITIONAL INFORMATION

- Technical Skills: Java, PHP, Javascript, HTML/CSS, MATLAB [add skills from job description]
- Languages: Fluent in French (native), English; Conversational Proficiency in Chinese
- Certifications: CFA Level 2 (August 2016), Passed Resume Worded examinations
- Awards: RW's Top 30 Under 30 (2011); Won nationwide case competition out of 500+ participants (2013)