

# JANE DOE

jane.doe@email.com • (555) 123-4567 • New York, NY • linkedin.com/in/janedoe

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## PROFESSIONAL SUMMARY

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Senior product manager with 7 years across B2B SaaS onboarding, workflow automation, and pricing. Led cross-functional teams from discovery through launch, improving activation, retention, and expansion revenue across enterprise accounts.

## SKILLS

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**Product:** roadmap strategy, discovery interviews, opportunity sizing, PRDs, prioritization, launch planning

**Analytics:** SQL, funnel analysis, A/B testing, retention cohorts, OKRs, pricing metrics

**Collaboration:** engineering planning, design critique, GTM enablement, executive stakeholder management

## EXPERIENCE

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### B2B SaaS Company

#### Senior Product Manager

Jan 2022 - Present

- Led onboarding product area for 34,000 accounts, increasing week-4 activation from 48% to 63% through guided setup, lifecycle triggers, and clearer success milestones.
- Prioritized workflow automation roadmap by combining support ticket themes, revenue exposure, and engineering complexity, retiring 6 low-value requests and accelerating 3 enterprise blockers.
- Launched usage-based packaging pilot with finance, sales, and engineering, producing 14% higher expansion pipeline in the first two quarters.
- Built monthly product review with adoption, retention, and quality metrics, replacing opinion-led roadmap debates with a shared decision framework.

### Workflow Software Company

#### Product Manager

Aug 2019 - Dec 2021

- Shipped admin analytics dashboard used by 2,300 customers to identify underused workflows, contributing to a 9-point lift in renewal health scores.
- Conducted 52 customer interviews and converted workflow pain points into a roadmap that reduced setup time by 28%.

## SELECTED PRODUCT WORK

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### Activation Experiment System

- Defined experiment intake, guardrail metrics, and launch-readiness reviews for activation tests, helping product squads stop underpowered tests earlier.

### Pricing Migration Plan

- Created customer segmentation, grandfathering rules, and sales enablement notes for a packaging change affecting 1,100 renewing accounts.

## EDUCATION

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Public University, Bachelor of Science in Information Systems

May 2019