

Jessica Thompson

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LinkedIn | Portfolio

E-commerce product manager driving growth through data and UX optimization. Strategic e-commerce product manager with six years of experience increasing online sales and improving UX. Expertise in optimizing conversion rates, developing data-driven product strategies, and managing cross-functional teams.

Key Skills

- A/B testing
- Conversion rate optimization (CRO)
- Customer journey analysis
- Product analytics
- UI/UX improvements

Professional Experience

E-Commerce Product Manager

RetailTech Solutions, New York, NY | May 2020 - Present

- Increased online sales by 35% through UX improvements and A/B testing strategies
- Managed the development and launch of a new checkout process, reducing cart abandonment by 25%
- Analyze user behavior data to optimize product listings and enhance customer experience

Product Manager

ShopMore Online, Boston, MA | June 2017 - April 2020

- Led a redesign of the product recommendation engine, boosting average order value by 15%
- Developed a mobile-first strategy that increased mobile sales by 40%
- Collaborated with marketing teams to create personalized shopping experiences

Education

Bachelor of Science in Digital Marketing

New York University (NYU), New York, NY | June 2019