

Professional Experience

Mobile Product Manager

AppBoost Technologies, San Francisco, CA | March 2021 - Present

- Increased monthly active users (MAU) by 45% through targeted push notification strategies
- Led the development of a gamification feature, boosting user retention by 30%
- Optimized app store listings, increasing organic downloads by 20%

Product Manager, Mobile Apps

NextGen Media, Seattle, WA | July 2016 - February 2021

- Managed an overhaul of the app onboarding experience, reducing drop-off rates by 25%
- Launched subscription-based monetization features that grew revenue by 50%
- Worked closely with designers to implement UI improvements that improved user satisfaction

Education

Bachelor of Science in Computer Science

University of Washington, Seattle, WA | June 2019

Daniel Rivera

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Mobile product manager focused on user engagement and growth
Experienced mobile product manager with eight years of experience optimizing app performance, user retention, and feature development. Passionate about leveraging data to enhance mobile experiences.

Key Skills

- App store optimization (ASO)
- Feature adoption strategies
- Mobile analytics (Firebase, Mixpanel)
- Push notification engagement
- User journey mapping