# ALEX RODRIGUEZ

Gaming product manager focused on player engagement and monetization Innovative gaming product manager with six years of experience launching engaging digital experiences. Passionate about blending user psychology with data-driven insights to enhance player retention.

Los Angeles, CA
alex.rodriguez@email.com *(555) 234-9876*
LinkedIn | Portfolio

## Key Skills

- Game monetization strategies
- Live game operations
- Player behavior analytics
- Product-market fit analysis
- User acquisition strategies

## Professional Experience

### Gaming Product Manager    *PlayNation Studios, Los Angeles, CA | July 2020 - Present*

- Led the live-ops team, increasing in-game purchases by 35% through targeted promotions
- Developed new monetization strategies, driving a 20% revenue boost in a flagship mobile game
- Conduct player behavior research to optimize in-game rewards and retention

### Associate Product Manager    *NextGen Games, San Diego, CA | August 2017 - June 2020*

- Assisted in launching a multiplayer game that reached over 2 million active users within a year
- Managed A/B testing initiatives to refine UX and engagement strategies
- Collaborated with designers to create immersive in-game experiences

## Education

### Bachelor of Science in Game Design    University of Southern California (USC), Los Angeles, CA | June 2019