



# Paul Griffin

## Amazon Product Manager

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↪ [LinkedIn](#), [Facebook](#), [Twitter](#)

### Place of birth

San Antonio

### Nationality

American

### Driving license

Full

### Skills

Amplitude, Domo,  
Geckoboard, Google  
Analytics, GoodData, Heap,  
Mixpanel, Pendo, Segment

FormStack, Google Forms,  
Idea Scale, Qualtrics, Spigit,  
SurveyMonkey, TypeForm,  
UserVoice, Wootric

Axure, Balsamiq, Figma  
Design, Flaticon, Framer,  
InVision, MockingBird,  
LiveShare, Moqups, Sketch,  
UXPin

Adobe Target, Appsee,  
Clicktale, FullStory,  
Helio, Hotjar, Lookback,  
Optimizely, SessionStack,  
Usabilia, UserTesting,  
UXCam, Validately

Appcues, Evergage,  
Hopscotch, Inline Manual,  
Intercom, UserIQ, Tour My  
App, WalkMe, Whatfix

## Profile

*Highly competent Product Manager with eight years of experience in Agile product development for e-commerce platforms in the ICT technology space. Co-led product development for a commercialization strategy or green fitness products and supplements for the Africa Market. Tasked with the responsibility to re-design UX and UI for multiple social media platform landing pages and online shopping functionalities. Holds a Masters Degree in Computer Sciences with a double major in Digital Marketing.*

## Employment History

### E-Commerce Product Manager, Takealot, Macclesfield

July 2019 – July 2020

*Increased customer acquisition by 54% by implementing a new E-commerce listing creation process to streamline subscriptions*

- Manage project, program and product teams
- Integrate software development, testing, and technology design with e-commerce business requirements
- Translate customer needs into product features, pricing models and UI design
- Analyze market and customer engagement statistics on pilot projects to determine viability for mass launching
- Define product requirements and specifications to deliver successful user experiences
- Apply data and back-end customer engagement metrics to motivate assumptions and assertions of business value
- Conceptualize, facilitate and manage multiple projects at a time
- Build systems to spearhead critical decisions of global e-commerce strategies

### Senior Product Manager, Amazon, Buffalo Grove

January 2017 – May 2019

*Reclaimed \$86K in revenue by restructuring sales territories according to product lines instead of locations*

- Reverse engineer product tweaks by working backward from customer feedback data
- Focus on friction-free, easy to use product platforms to solve customer issues and enhance the online shopping experience

AHA, Confluence,  
GoToMeeting, G-Suite,  
Hangouts Chat, Microsoft  
Office 365, Slack, Zoom,  
Facebook Live, Quipp

Asana, Monday, Trello, Jira,  
PivotalTracker, Rally,

A/B Testing

Risk Management

Data Analytics

Coding

Product Development Life  
Cycle

Troubleshooting

Revenue Management

SWOT Analysis

UX/UI Design

User Research

Value Propositions

Deliverables & Milestones

Road-mapping

Feature Priorities

Ranking

Digital Channels

Quality Assurance

CSS

Beta Testing

## Languages

English

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German

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## Hobbies

Cycling, Swimming, Hiking

- Contribute feedback suggestions and potential solutions throughout each phase of the product life cycle from conceptualization through to launching stages
- Act as the end-to-end owner of five product channels
- Manage product business cases to identify product value propositions, define unique customer experience specifications and craft marketing plans to enhance customer adoption levels
- Formulate insights and design innovative action plans to leverage new ideas regarding product designs and improvements to existing product offerings

## Junior Product Manager, Wish, Mannheim

January 2014 – July 2016

*Increased average order value by 30% year on year by creating a mobile app for online shopping*

- Collect system and business requirements from external and internal customers and drive project schedules accordingly
- Lead and coordinate product launches and feedback surveys
- Accountable for making appropriate trade-offs between product features and time-to-launch deadlines

## Education

### Project Management Professional (PMP), Project Management Academy, Orange County

January 2020 – July 2020

4,900 hours of project management practical

40 hours of project management education

### Bachelor of Science Degree in Product Strategy, Northwestern Kellogg University, San Diego

January 2017 – July 2019

### Certified Amazon Product Manager, Association for International Product Marketing and Management, AIPMM, Online

January 2017 – July 2018

### Digital MicroMasters Product Management Certification, Boston University, Boston

January 2015 – July 2016

Course Curriculum: Building product roadmaps, Agile product management practices for software/digital products, Guiding product development, Social media marketing

## Courses

### Agile Advanced Certified Practitioner, Scrum Alliance, Online

July 2020 – July 2020

**Certified Product Manager, AIPMM (Association of International Product Marketing & Management), Online, Certified Product Manager, AIPMM, Online**

January 2019 – August 2019