

Assunta Budrick

Product Manager

Profile

I am a product manager with over 5 years of experience. I have successfully launched and managed products from start to finish. I have a proven track record in managing all aspects of the product development cycle, including market research, product planning, requirements gathering, UAT testing, and launch. I am an expert at developing go-to-market strategies and creating cross-functional teams to execute on them. In addition, I have extensive experience working with remote teams and vendors across multiple time zones

Employment History

Product Manager at L.L.Bean, ME

Mar 2022 - Present

- Led the development and launch of 3 new products, resulting in \$12M in additional annual revenue.
- Managed a team of 10 product managers responsible for developing and launching 20+ products each year.
- Defined the product strategy and roadmap for a \$100M business unit, resulting in 15% YoY growth.
- Cut time to market by 50% for new product launches by streamlining cross-functional processes.
- Increased customer satisfaction scores from 72% to 82% within 6 months through improved product quality.

Associate Product Manager at The Jackson Laboratory, ME

Aug 2017 - Feb 2022

- Led cross-functional team of 4 engineers and 2 designers in developing new product features with a focus on usability, which increased customer satisfaction ratings by 5%.
- Successfully launched 3 products on time and within budget.
- Worked with UX research team to create user personas that guided product development efforts, resulting in a 20% increase in conversion rates.
- Conducted competitive analysis that identified gaps in the market and influenced company's strategic direction for new product development.
- Created detailed project plans that included milestones, tasks, dependencies, and resource allocation; managed projects from conception to launch.
- Collaborated closely with sales and marketing teams to ensure successful product launches; developed go-to-market strategies that resulted in 30% growth year over year.

Education

Bachelor of Science in Product Management at University of Maine, ME

Aug 2013 - May 2017

I have learned how to manage products from conception to delivery and how to work with cross-functional teams to bring a product to market.

Details

assunta.budrick@gmail.com

(178) 817-2549

4654 Congress St, Portland, ME
04102

Links

[linkedin.com/in/assuntabudrick](https://www.linkedin.com/in/assuntabudrick)

Skills

Product management

Project management

Business analysis

Requirements gathering

User experience design

Data analysis

Languages

English

Mandarin

Hobbies

Organizing and planning

Attention to detail

Communication