Ethel Eikmeier

Associate Product Manager

Profile

Proactive Associate Product Manager with 1 year of experience in driving product success through robust strategy, innovative solutions, and cross-functional collaboration. Adept at conducting market research, analyzing user feedback, and managing end-to-end product life cycles. Highly skilled in translating customer needs into actionable product improvements, while continuously focusing on achieving business objectives and maximizing ROI. Committed to delivering exceptional results and fostering a customer-centric approach to product management.

Employment History

Associate Product Manager at IBM, LA

May 2023 - Present

- Successfully launched a new software product, resulting in a 25% increase in revenue for the business unit within the first year of release.
- Streamlined the product development process by implementing Agile methodologies, reducing the time-to-market by 30% and increasing team efficiency by 20%.
- Conducted extensive market research and analysis, leading to the identification and prioritization of key product features that contributed to a 15% increase in customer satisfaction ratings.
- Collaborated with cross-functional teams to deliver a major product update, which resolved critical performance issues and improved overall system stability, resulting in a 10% reduction in customer support tickets.

Junior Product Manager at , LA

Jul 2022 - Mar 2023

- Successfully launched a new software product that generated over $1 million in revenue within the first year, surpassing initial sales projections by 25%.
- Collaborated with cross-functional teams to reduce the product development cycle time by 30%, resulting in faster time-to-market and increased customer satisfaction.
- Conducted extensive market research and competitive analysis, leading to the identification of key product features that boosted user engagement by 40% and contributed to a 15% increase in customer retention.
- Implemented data-driven optimization strategies that improved the conversion rate of the product's landing page by 35%, driving significant growth in user acquisition and contributing to a 20% increase in overall revenue.

Certificates

Certified Product Manager (CPM)

Contact

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Education

Associate of Science in Business Administration at Louisiana State University, Baton Rouge, LA
Aug 2018 - May 2022

Relevant Coursework: Business Management, Marketing, Accounting, Finance, Economics, Business Law, Business Ethics, Human Resources, Operations Management, and Information Systems.

Links

linkedin.com/in/etheleikmeier

Skills

Wireframing

Prototyping

SQL

Python

Tableau

Agile methodologies

UX/UI design

Languages

English

French