

# Savannah Nalli

Product Manager

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☎ (112) 869-4562

📍 Atlanta, GA

## EDUCATION

### Bachelor of Science in Product Management at Georgia Institute of Technology, Atlanta, GA

Aug 2016 - May 2020

Relevant Coursework: Business Strategy, Economics, Marketing, Product Design, Production Management, and Supply Chain Management.

## LINKS

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

## SKILLS

Strategic Thinking

Product Vision

Leadership

Communication

Analytical Skills

Project Management

Problem Solving

## LANGUAGES

English

French

## HOBBIES

Reading

Cooking

Gardening

## PROFILE

I am a highly experienced Product Manager with over 3 years of experience in the field. I have a proven track record of delivering successful products on time and within budget. I have a deep understanding of the entire product development cycle and have a strong ability to identify and prioritize customer needs. I am highly adept in the use of product management tools and techniques to increase efficiency and maximize customer satisfaction. My background also includes a deep knowledge of market trends, competitive analysis, pricing strategies, and financial modeling. I am confident that I can make a positive impact to any organization I join.

## EMPLOYMENT HISTORY

### ● Product Manager at Chick-fil-A, Inc., GA

Nov 2022 - Present

- Developed a new product launch strategy for the Chick-fil-A Original Chicken Sandwich, resulting in a 5% increase in sales within the first three months of its release.
- Designed and implemented a loyalty program for Chick-fil-A customers, leading to a 10% increase in customer engagement and a 15% increase in customer satisfaction.
- Spearheaded the development of an online ordering platform for Chick-fil-A, resulting in a 40% increase in online orders in the first six months.
- Led a comprehensive market research project to identify key consumer trends, enabling the company to develop products that aligned with customer preferences and resulted in a 25% increase in sales.

### ● Associate Product Manager at The Home Depot, Inc., GA

Jul 2020 - Sep 2022

- Developed and launched a new product line for The Home Depot, Inc., GA that increased sales by 20% and generated over \$2 million in revenue.
- Spearheaded the successful implementation of a new customer loyalty program, resulting in a 10% increase in customer retention and an average customer purchase amount increase of 15%.
- Managed a cross-functional team of 15 personnel to develop a comprehensive product roadmap, which resulted in the successful launch of 8 new products within a 4-month period.
- Collaborated with marketing, sales, and operations teams to create and execute a comprehensive marketing strategy that increased brand recognition by 25%, resulting in a 5% increase in market share.

## CERTIFICATES

### Certified Product Manager (CPM)

Jul 2021

### Certified Scrum Product Owner (CSPO)

Jun 2020

## MEMBERSHIPS