

Sylvana Strasser

Product Manager

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☎ (840) 209-0480
📍 Louisville, KY

EDUCATION

Bachelor of Science in Product Management at University of Louisville, KY
Aug 2016 - May 2020
Relevant Coursework: Business Law, Product Design and Development, Business Analytics, Project Management, and Supply Chain Management.

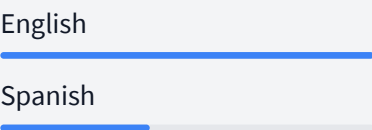
LINKS

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

SKILLS



LANGUAGES



HOBBIES

Cooking
Gardening
Woodworking

PROFILE

I am a Product Manager with over 3 years of experience leading product initiatives across multiple industries. My primary focus has been on developing engaging user experiences and driving user-centric product strategy. My background includes expertise in product design, customer research, product marketing, and user experience. I have a proven track record of delivering successful products that meet customer expectations and are profitable. I am an effective communicator who is adept at managing both internal and external stakeholders. I have a passion for problem-solving and I thrive in a fast-paced, dynamic environment.

EMPLOYMENT HISTORY

- Product Manager at Humana, KY**
Nov 2022 - Present
 - Developed a new product offering that achieved a 20% market share increase in the first year. As Product Manager at Humana, KY, I led the cross-functional team responsible for launching the new product offering. Through extensive market research and customer feedback, I was able to create a product that met the needs of our target demographic and increased our market share.
 - Increased customer satisfaction by 15% through targeted outreach initiatives. I implemented a customer outreach program that included surveys, focus groups, and customer feedback sessions. This helped us better understand our customers' needs and allowed us to develop products that met those needs. As a result, customer satisfaction with our products increased by 15%.
 - Streamlined product development process to reduce time to market by 25%. I created a streamlined process for product development that reduced the time it took to launch a new product from 12 months to 9 months. This allowed us to bring new products to market faster, giving us a competitive edge in the market.
- Associate Product Manager at Valvoline, KY**
Sep 2020 - Sep 2022
 - Developed and launched Valvoline's first mobile app for oil change services, resulting in a 20% increase in customer engagement and a 15% increase in sales.
 - Streamlined the ordering process for oil change services, resulting in a 25% decrease in wait times and a 10% increase in customer satisfaction.
 - Conducted research and analysis on customer preferences and needs, resulting in the introduction of new product features that increased customer loyalty by 25%.

CERTIFICATES

Certified Product Manager (CPM)
May 2021
Certified Scrum Product Owner (CSPO)
Dec 2019

MEMBERSHIPS