

UMUT YILMAZ

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SKILLS

- Product Strategy and Roadmapping
- Market Research and Analysis
- User Experience (UX) Design
- Agile Product Development
- Competitive Analysis
- Pricing Strategy
- Product Launch and GotoMarket
- Data Analysis and Interpretation
- A/B Testing

EDUCATION

Master of Business Administration in Strategy, *University of London, 2016*

- Dissertation: Product Innovation Strategies in a Competitive Market.

Bachelor of Science in Business Management, *University of Birmingham, UK, 2014*

COURSES & CERTIFICATES

- Certified Scrum Product Owner, The Scrum Master, UK, 2022
- Pragmatic Marketing Certified, Pragmatic Institute, UK, 2018

REFERENCES

Available upon request

PERSONAL PROFILE

Established Product Manager with over 8 years of experience in creating and delivering exceptional products that meet customer needs and drive business growth. Strong leadership and project management skills with proven success in leading cross-functional teams and translating ideas into successful product strategies.

WORK EXPERIENCE

Product Manager Software Solutions, London, UK | 2018 - Present

Conducted in-depth market research to identify customer pain points and opportunities, informing the product roadmap and feature prioritization. Coordinated cross-functional teams, including engineering, marketing, and sales, to ensure successful product delivery within time and budget constraints. Analysed product performance metrics and user feedback to iterate and enhance the product's features and functionalities continuously.

- Led the development and launch of a new mobile app, resulting in a 40% increase in user engagement and a 20% boost in revenue.
- Collaborated with UX designers and engineers to create intuitive and user-friendly interfaces, leading to a 15% improvement in user satisfaction.

Assistant Product Manager Tech Innovations, Manchester, UK | 2016 - 2018

Assisted in the planning and execution of product launches, coordinating marketing campaigns and sales enablement activities. Conducted competitive analysis to identify market trends and opportunities, supporting decision-making for product enhancements and new feature development. Conducted user surveys and interviews to gather customer feedback, facilitating data-driven product improvements.

- Instrumental in assisting with the planning and execution of multiple product launches. Achieved increased product visibility and engagement, resulting in 15% growth in product sales within the first quarter of launch.
- Conducted thorough competitive analysis, which helped the company gain valuable insights into market trends and opportunities.