



City, ST



(555) 345-6789



email@example.com



LinkedIn

KEY SKILLS

- Customer journey mapping
- Conversion rate optimization
- A/B testing
- Product lifecycle management
- Agile methodologies

Laura Bennett

E-Commerce Product Owner

E-commerce product owner specializing in customer experience optimization

Experienced product owner with over eight years of expertise in managing e-commerce platforms. Skilled in optimizing user journeys, driving online sales, and managing cross-functional teams.

PROFESSIONAL EXPERIENCE

E-COMMERCE PRODUCT OWNER

SHOPSMART ONLINE, DALLAS, TX | FEBRUARY 2016 – PRESENT

- Delivered a 50% increase in online sales by implementing data-driven UX improvements
- Managed a product roadmap that introduced 10+ new features to enhance user engagement
- Led A/B testing initiatives, increasing checkout conversion rates by 25%

PRODUCT ANALYST

RETAIL INNOVATIONS, DALLAS, TX | JUNE 2013 – JANUARY 2016

- Conducted market research to identify trends and inform product strategies
- Analyzed customer feedback to recommend platform updates

EDUCATION

Bachelor of Science in Marketing

University of Texas, Austin, TX | May 2013