



PROFILE

Associate product manager with one year on a consumer mobile app team and two prior internships in product analytics. Strong with SQL, user research, and writing tight specs. Looking for a team that ships and learns weekly.

KEY SKILLS

- SQL and Amplitude
- User interviews
- Spec writing (PRDs)
- Figma (review level)
- A/B testing basics
- Jira and Linear
- Mixpanel dashboards
- Python (pandas)

MARCUS CHEN

Product Manager

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PROFESSIONAL EXPERIENCE

Associate Product Manager

Pinemark Mobile | Raleigh, NC | 2023-Present

- Co-own the notifications surface for an Android app with 880,000 monthly users; ran the test that lifted push opt-in from 22% to 34%.
- Write specs for two engineers and a designer; ship one feature roughly every three weeks.
- Run a biweekly user interview rotation and post a tagged summary in Notion for the wider team.
- Cleaned up the analytics event taxonomy after finding three duplicate events firing on signup.

Product Analyst Intern

Tideglass Health | Durham, NC | Summer 2022

- Built the funnel dashboard the growth team still uses to track week-over-week activation.
- Wrote a teardown of three competitor onboarding flows that informed the fall roadmap.
- Helped run a pricing survey with 412 respondents and presented findings to the product lead.

EDUCATION

B.S., Information Systems

University of North Carolina at Chapel Hill, 2023,

Minor in Statistics