

MICHEAL ATKINS

PRODUCT MANAGER

CONTACT

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EDUCATION

Bachelor of Computer Science

Wentworth Institute of
Technology

September 2010 - May 2014

SKILLS

Product

Communication

Management

Development

Vision

Data

Marketing

Product Engineering

Cross-Functional Expertise

Design

Metrics

Technical

Scale

Research

User Experience

Organization

Leadership

INTERESTS

Running (Currently training for 42km), Reading (Currently: Dopamine Nation by Anna Lembke, MD), Hiking, and Exploring Diverse Cuisines.

PRODUCT MANAGER SUMMARY

- Data-driven Product Manager with over 10 years of experience in product engineering, increasing user engagement by up to 20% and collaborating with cross-functional teams.
- Improved product development cycles times by 15% with Agile methodologies at CreatorDesk.
- Led user data analysis and collaborated with the product engineering and technical teams, increasing user retention by 18% and dropping churn rates by 1% at McKally.
- Mentored 30+ students for the 2023 ThinkTech Product Management Bootcamp.

PROFESSIONAL EXPERIENCE

PRODUCT MANAGER

CreatorDesk / April 2018 - Present

- Led the development of new features, resulting in a 20% increase in user engagement within the first quarter of launch.
- Collaborated with cross-functional teams to gather insights, define product engineering roadmaps, set priorities, and ensure timely delivery of features, meeting or exceeding customer expectations.
- Conducted market research, analyzed competitor products, and identified key trends to inform product strategy.
- Implemented Agile methodologies, resulting in a 15% improvement in product engineering cycle times.

SENIOR PRODUCT ANALYST

McKally / August 2016 - March 2018

- Spearheaded the analysis of user data, leading to actionable insights that increased user retention by 18%.
- Worked closely with the development team to prioritize and implement features based on data-driven insight.
- Collaborated with stakeholders to define key performance indicators (KPIs) and track product success metrics.

ASSOCIATE PRODUCT MANAGER

Grow / November 2014 - July 2016

- Coordinated the launch of new features, contributing to a 25% increase in customer retention.
- Collaborated with the marketing and sales teams to develop, execute, and scale go-to-market strategies, resulting in a 30% increase in product awareness.
- Conducted user interviews and surveys to gather product improvement feedback for the technical team.