MA

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🌐 www.michaelanderson.com

SKILLS

- Consumer Experience
- Digital Marketing
- Product Development
- User Testing
- Market Research
- Team Leadership

EDUCATION

MASTER OF SCIENCE IN DIGITAL MARKETING, UNIVERSITY OF TECHNOLOGY, 2018

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Successfully launched a digital payment feature that increased transaction volume by 25%.
- Recognized for outstanding contribution to the development of a new customer engagement strategy.
- Improved customer retention rates, achieving a 15% increase year-over-year.

Michael Anderson

CONSUMER PAYMENTS PRODUCT MANAGER

Innovative Digital Payments Product Manager with a strong focus on enhancing consumer experiences through technology. Possesses a deep understanding of the digital payments landscape, including emerging trends and technologies. Demonstrates expertise in product lifecycle management from concept to launch, ensuring alignment with market needs and business objectives. Proven ability to lead diverse teams and manage cross-functional projects effectively.

EXPERIENCE

CONSUMER PAYMENTS PRODUCT MANAGER

NextGen Payments Inc.

2016 - Present

- Developed a new consumer loyalty program integrated with digital payment solutions, resulting in a 50% increase in repeat purchases.
- Led a cross-departmental team to enhance mobile payment features, improving user satisfaction ratings by 40%.
- Conducted user testing sessions to gather feedback and refine product offerings.
- Collaborated with marketing to design promotional campaigns that increased product visibility.
- Monitored industry trends to identify opportunities for new product features.
- Presented product updates to stakeholders, ensuring alignment with strategic goals.

PRODUCT COORDINATOR

Digital Finance Solutions

2014 - 2016

- Assisted in the launch of a contactless payment feature that enhanced transaction speed and security.
- Supported product managers in developing product roadmaps and timelines.
- Gathered and analyzed user feedback to inform product enhancements.
- Coordinated with developers to ensure timely delivery of product features.
- Prepared reports on product performance for internal stakeholders.
- Engaged in market research to identify consumer preferences and trends.