

CRISTIAN FILIMON, Product Manager

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SUMMARY

As an experienced data-driven Product Manager, I have a track record of successfully bringing products and services to market. I am highly motivated and possess excellent ownership skills.

In my previous roles, I led various technical teams efficiently and created an open and collaborative environment. I am able to balance short-term needs with long-term strategy by prioritising the product roadmap and backlog. I'm skilled at discovering actual problems and using an agile mindset to solve them and deliver valuable business outcomes.

WORK HISTORY

Product Manager, Amaze Studio, Bucharest, Romania

Jan 2022 - Present

- Defined new user flows and implemented dedicated landing pages, resulting in a 150% increase in lead conversion rates over six months;
- Spearheaded the automation of critical processes, including sales, production, client management, billing, and reporting. Leveraged tools such as No-Code SaaS and API Integrations leading to a substantial boost in efficiency for account and sales teams;
- Formulated and executed the company strategy, achieving a notable 50% improvement in client retention and Customer Lifetime Value (CLT) by launching innovative products, such as live streaming, podcast creation, and social media videos, contributing significantly to business growth;
- Orchestrated multiple design sprints with various industry experts to define the necessary hardware infrastructure and software infrastructure resulting in a 40% reduction in overall acquisition costs, demonstrating a strategic approach to resource optimisation.

Technical Product Manager, SEOMonitor, Remote

Sep 2019 - May 2021

- Defined, evaluated, and measured the success of features and changes; assisted team leads in making data-driven decisions; managed the QA team to add test cases to the delivery process in Q3/2020;
- Managed product backlog, collaborated with other product managers, engineers, and designers to curate, prioritise, and define product features, user stories and roadmaps; maintained the relationship with various stakeholders;
- Developed and implemented a user interview process to gather in-depth insights and inform product development decisions; successfully launched the SEOMonitor Marketplace with its first modules;
- Translated business needs into technical documentation, strong understanding of the whole context behind user stories and excellent communication skills for presenting decisions to stakeholders;
- Launched SEOMonitor Trends in a short timeframe in response to the COVID situation, resulting in a substantial impact on helping agencies understand the effects on their data.

Technical Product Owner, Symbolic Software, Bucharest, Romania

May 2015 - Sep 2019

- Maximise development output by managing clients' roadmaps and planned feature releases. Improved the continuous development and reporting process for over 10 clients and 30 stakeholders.
- Mapping software architecture and infrastructure requirements for clients' needs using public cloud solutions and SaaS/PaaS platforms;
- Implemented a new hire process that led to a team expansion of over 10 new teammates in the first year.

OLDER EMPLOYMENT

Product Owner, Comodo; Bucharest, Romania

Feb 2013 - Dec 2014

Digital Project Manager, Avia Motors; Bucharest, Romania

Jul 2010 - Mar 2012

KEY SKILLS

Excellent Interpersonal Skills
Strong 'Get Things Done' Mentality
Complex Problem Solving
Critical Thinking
Detail Oriented
Dedicated Team Player
Ability to Synthesize
Defining and measuring OKR
Sprint planning
Process Automation
Product Discovery
SCRUM Methodology
Data Structures
Data Analytics

TOOLS

PRODUCT TOOLS

Figma, Miro, Canva, ClickUp, Pipedrive, Slack, Intercom, Airtable, Notion, Typeform, Mailchimp, User-Flow Diagrams, Postman, Productboard.

DATA ANALYTICS

Plecto, Google Analytics, Google Data Studio, Google Tag Manager, Advanced Google Sheets and Excel skills.

SIDE PROJECTS

Maker of Breathey.app: *from Jan 2022*

I built **Breathey** to help people to integrate breathing exercises into their daily routines. Reached a few hundred daily active users for the last 6 months. Currently working to launch a major update.

KEY COMPETENCIES

Advanced Problem Solving: I remain calm when faced with challenges, strategically devising the most effective solutions to overcome them.

Ownership Mentality Mastery: Possessing an unwavering ownership mentality that helps me get things done and keeps all external factors in mind.

Excellent prioritisation: Demonstrating robust prioritization skills, I swiftly make decisions with a keen focus on the organization's overarching objectives.

Dynamic Adaptability: Cultivating a profound level of adaptability, I adeptly shift priorities in real time and respond instantly to evolving circumstances.

Effective Communication: I proficiently synthesise highly technical concepts into straightforward language, skillfully presenting them to diverse stakeholders.

COURSES

LEADERSHIP COURSES:

Advanced Product Management, COLAB, New Zealand, Nov 2023

Product Manager Fellowship, COLAB, New Zealand; Feb 2021

Best-Self Academy, 15five; Feb 2021

TECHNICAL COURSES:

AI for Everyone, DeepLearning.ai; Apr 2023

Postman APIs 101, Postman; Jun 2022

Professional Scrum Product Owner I (PSPO I), Scrum.org; Jan 2021