

Amber Melendez

PRODUCT MANAGER

An adaptable and data-driven Product Manager with a background in healthcare, B2C e-commerce, and customer-facing roles, seeking to leverage extensive experience in delivering customer-centric product solutions to make user-centric product design decisions and guide products through the full lifecycle.

SKILLS & TOOLS

- **Bilingual in Spanish & English**
- **Miro**
- **Jira**
- **Figma**
- **WordPress**
- **WooCommerce**
- **Google Analytics**
- **Google Search Console**
- **Marketing**
- **Heat Maps**
- **SEO**
- **User Interviews**
- **User Research & User Stories**
- **Wireframing**
- **A/B Tests**
- **Agile Development**
- **Product Roadmaps**
- **User Flows**
- **PRD**

EDUCATION

Product Management Certificate

CareerFoundry • 2023

Google Analytics

Google Analytics Academy • 2021

Search Engine Optimization

University of California, Davis • 2021

Medical Transcription

Hillyard Technical College

Bachelors of Business Administration

USILACS

CONTACT

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Raleigh, NC

PRODUCT MANAGEMENT PROJECT EXPERIENCE

Independent Projects

Blingadvisor.com | Custom Jewelry Website | 2019-Present | Co-Founder | Product Manager

- Led the end-to-end product development of a custom jewelry startup, resulting in a 250% increase in annual revenue from 2020 to 2022.
- Maintained strong relationships with stakeholders and aligned cross-functional teams (marketing, SEO specialist, engineering) by facilitating team meetings and through effective communication.
- Collaborated with SEO specialist to optimize content, performed keyword research, and executed SEO strategies, resulting in an increase in website traffic from 100 to 1.5 million monthly views.
- Achieved high customer retention through a customer-focused approach, leveraging client referrals, and top-notch customer service.

Academic Projects

Aperture | B2C Photo Sharing App | 2023 | Product Manager

- Applied a customer-centric product management approach in an Agile environment to design a photo-sharing app.
- Defined OKRs and KPIs to measure success for launches and iterated the product design based on data analysis and user feedback.
- Conducted user research, analyzed data, and facilitated brainstorming sessions to prioritize product features.
- Utilized Figma to create wireframes and prototypes, conducted user testing, and iterated design based on results. Developed product requirements document, product roadmap, MVP, and go-to-market strategy.

MakeYourMaps | Travel Experience App | 2023 | Product Manager

- Conducted qualitative research through user interviews to find out what contributors want in a local guide app and started developing ideas. Prioritized two new feature suggestions based on business needs, user impact, and user interview results.
- Wrote product requirements document, prepared for a backlog refinement meeting with my team and wrote initiatives, epics, and user stories.
- Validated product improvements through user interviews and surveys. Adapted development by writing new epics and user stories to reflect user feedback.

Professional Experience

University Health Hospital, Kansas City, MO | 2011-2022 | Remote Administrative Assistant | Care Coordinator

- Onboarded patients in the Passport to Wellness program, explained Medicaid paperwork and requirements, and coordinated their personalized care plan. The purpose of this program was to make medications more affordable for patients with chronic illnesses and give them access to needed medical care. Contributions resulted in a 32% decrease in hospitalizations, ER visits, and a 31% reduction in organizational costs.
- Received customer insurance authorizations and denials daily, reviewed, and collaborated with case managers to get hospital stays approved. Through this process, caught many billing errors and contributed to the hospital receiving payment on time and retroactively.
- Answered technical support requests for a team of 16+ people, managing technology-related issues efficiently.
- Identified opportunities to streamline workflows, managed a list of 400 DME patients coordinating their care with patient care teams, and made sure insurance regulatory requirements were met for patients to receive equipment, resulting in a reduction in medical equipment delivery time by 32%.
- Scheduled patient's with primary care doctor appointments and other needed medical appointments and increased appointment attendance by 40% through effective patient appointment reminders.