

Alexandra Waggoner

Associate Product Manager
Tampa, FL

Product Manager with a proven track record as an online business manager. Specializing in SaaS operations and growing startups. A passion for leveraging AI tools to drive revenue and enhance team well-being. Managed digital product launches averaging \$100k in revenue, with the highest launch resulting in \$250k worth of sales.

Skills

Product Integrations	Research	Vendor management
PRDs	Conversion Copywriting	Hospitality management
Email Marketing	Client relationship management	Mentoring
Meeting facilitation	Launch Management	Project management
API Integrations	Journey mapping	Competitive research
Customer Engagement	Customer research	Executive engagement
Webhooks	Quantitative research	Team leadership
Team ideation	Customer Data Platforms (CPD)	Communication
Roadmaps	Big data analysis	

Experience

Online Business Management | Self-Employed | January 2020 - Present

Responsibilities: project management, client relations management, operations management, management of product launches, tracking metrics and launch data, remote team management, executive assistance, funnel builds, mapping out customer journeys and other visuals, cross-collaborating with team members

Achievements:

- ✓ Managing 3-5 clients at a time, ranging from solopreneurs to startups with teams of 5-10 team members.
- ✓ Average client retention for retainer services is 18 months.
- ✓ Client average launch revenue ranges from \$20k - \$150k

Project Manager | Ashli Pollard Co. | Nov 2021 – May 2023

Responsibilities: project management, client relations management, operations management, management of product launches, tracking metrics and launch data, remote team management, executive assistance, calendar management, delegating tasks.

Achievements:

- ✓ Spearheaded technical integration of project management software (primarily Airtable and ClickUp), customer relationship management/CRM software, and content management systems (CMS)
- ✓ Managed a membership of 80+ female founders
- ✓ Average MRR of \$10k+ and digital product launches of \$20k-\$100k

Copy Coach for the Profitable Playground | Elizabeth Goddard | Feb 2021 - Feb 2023

Responsibilities: weekly copy critiques on marketing assets such as email marketing materials, sales pages, landing pages, maintaining client CRM data to keep organized, managing changes and updates to program materials as it relates to writing copy

Achievements:

- ✓ Filmed over 500+ copy critiques for 100+ different clients across the eLearning industry
- ✓ Average increase of conversion rate of 5% after implementing copy feedback
- ✓ Created communication pieces including program-specific Sales Page Templates, Brand Messaging + Voice Guides, email marketing templates, and landing page templates.

Assistant Manager + Event Manager | Splitsville Southern + Social | October 2018 - March 2020

Responsibilities: building staff schedules, inventory management, hire + training staff members, overseeing team performance, customer service, hospitality leadership

Achievements:

- ✓ Successfully coordinating in-person events for clients with budgets ranging from \$1k - \$500k with event sizes ranging from 10 people - 20k people
- ✓ Managing a hospitality team of 50+ employees, including servers, hostesses, line cooks, bartenders, and food runners.

Student Teacher Intern | Mount Vernon Schools | April 2017 - March 2018

Responsibilities: developing student lesson plans, managing student behavior, providing constructive feedback, aligning with curriculum roadmaps, conflict resolution

Achievements:

- ✓ Spearheaded efforts in a 2nd-grade classroom, accumulating over 2000 hours of hands-on experience in a dynamic classroom setting.
- ✓ Collaborated seamlessly with the Washington Elementary Staff and 2 fellow WWU Interns, fostering a cooperative and supportive learning environment
- ✓ Demonstrated strong organizational skills through meticulous planning and execution of classroom schedules, managing supplies, and implementing effective classroom management strategies.

Education

*Western Washington
University
Bachelor of Arts in
Mathematics*

Certifications and training

Product Management Immersion - Career Foundry
MOST PROFITABLE QUARTER YET by Alyssa Coleman
Profitable Playground by Elizabeth Goddard
Launch University by Audrey Saccone
Conversion Copywriter from Copyhackers
ClickUp Verified Power User