

HAYDEN ELLIS

Product Manager

CONTACT



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<https://haydenellis.co>

EDUCATION

Bachelor's of Science

| Marketing

Auburn University

2014 - 2018

Master's Degree

| Business Administration (MBA)

Auburn University

2018 - 2019

SKILLS

- Figma
- SQL
- HTML
- CSS
- PHP/Laravel

EXPERTISE

- B2B Saas
- 0:1 Product Launch
- UI/UX
- Web Application Strategy

WORK EXPERIENCE

Product Manager

| Randall Reilly | 2022 - Current |

- Led full lifecycle development of a B2B product from ideation to go-to-market, surpassing growth targets by 200% in the first 6 months
- Drove a 500% increase in Monthly Active Users in 6 months through targeted product improvements informed by user behavior analytics and stakeholder feedback
- Built and owned end-to-end user analytics infrastructure using Heap; defined event taxonomy, implemented tracking strategy, and enabled self-serve insights for the product team
- Designed and engineered data-driven prototypes using SQL, Power BI, Looker Studio, and PHP/Laravel

Senior Product Analyst

| Randall Reilly | 2021 - 2022 |

- Delivered on-demand ad-hoc reports and dashboards for stakeholders across product, marketing, and executive teams
- Built end-to-end reporting infrastructure for new business division using SQL and Looker Studio and database views
- Acted as a bridge between product and engineering by triaging technical issues using SQL, while leading stakeholder meetings to align on priorities, resolve pain points, and inform roadmap decisions

Technology Consultant

| Capgemini | 2020 - 2021 |

- Led a 5-person offshore QA team, improving test coverage and streamlining digital quality assurance processes across critical telecom workflows
- Executed end-to-end QA for self-install kits, including log-level diagnostics, provisioning validation, and real-time tracking
- Learned and applied client's proprietary device provisioning language