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Brian Hernandez

Results-driven associate product manager with a background in computer science and over three years of experience in the video game industry. Leverages programming languages like Python and SQL to identify product opportunities and improve user engagement. Collaborates with cross-functional teams to implement updates and optimize in-game monetization.

Location

City, State Abbreviation
Zip Code

Phone

(123) 456-7890

Email

email@example.com

Website

LinkedIn | Portfolio

Professional Experience

January 2023 – present

Associate Product Manager | Mystic Entertainment | Austin, TX

- Collaborate with a team of 10 designers and engineers to develop seasonal content for digital games
- Conduct A/B testing on game features, which led to a 10% improvement in player retention rates for 2023
- Utilize Python for data manipulation and analysis to inform content strategy
- Presented compelling market analysis and player engagement metrics to secure a budget increase of \$500,000 for the content development team

November 2020 – December 2022

Business Analyst | Pixel Studio | Austin, TX

- Designed A/B tests to evaluate user engagement and opportunities to enhance game features and UI
- Conducted detailed analysis of in-game purchases and player spending behavior
- Identified new target demographic and increased engagement by 30% through targeted, data-driven marketing campaign

Education

TEXAS A&M UNIVERSITY | Killeen, TX

September 2017 – June 2021 | Bachelor of Science, (B.S.) Computer Science

2024 | Certified Scrum Product Owner, Scrum Alliance

2021 | Google Data Analytics Professional Certificate, Coursera

Key skills

- A/B testing and data analysis
- Effective communication
- Predictive modeling
- Scrum methodology
- SQL and Python
- Team collaboration