

Brian Hernandez

City, State Abbreviation | (123) 456-7890 | email@example.com

Profile

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.

Experience

Associate Product Manager | Mystic Entertainment | Austin, TX **January 2023 – present**

- 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

Business Analyst | Pixel Studio | Austin, TX **November 2020 – December 2022**

- 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

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

TEXAS A&M UNIVERSITY | Killeen, TX

Certified Scrum Product Owner, Scrum Alliance | 2024

Google Data Analytics Professional Certificate, Coursera | 2021

Skills & abilities

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