

# Liz Hyde

Product leader with deep user empathy and FinTech expertise who is passionate about bringing great technology to life.

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## RELEVANT EXPERIENCE

### **Product Manager, Sindeo – San Francisco, CA**

JULY 2016 - JUNE 2017

- Owned the consumer product vertical, centered on our rate quote and home loan pre-qualification experience, SindeoOne, which drove 38% of our 2017 loan volume
- Led a cross-functional team to create and implement solutions to syndicate SindeoOne across several personal finance and real estate websites via co-branded landing pages, embedded iframes and API endpoints
- Collaborated with engineering leadership to implement SCRUM process, JIRA, and new workflows to increase velocity and transparency in our development process
- Facilitated design sprints and brainstorming sessions to create testable prototypes solving complex problems
- Managed two Product Designers and coordinated with local and remote engineering teams

### **Product Manager, Team Sport Software – San Francisco, CA**

FEBRUARY 2016 - JULY 2016

- Designed and built functional specifications for website and mobile product
- Surveyed 200 existing and prospective users to help prioritize development opportunities

### **Marketing/Growth Product Manager, Opes Advisors – San Mateo, CA**

APRIL 2013 - NOVEMBER 2015

- Led a five-person agile team, increased project completion and customer satisfaction for marketing and acquisition deliverables
- Directed design, UX and SEO improvements to company website and increased the site conversion rate 26% in a single quarter
- Created metrics framework for events which decreased cost by 35% in 2015
- Drove activation for a real estate and financial analysis software

### **Marketing Analyst, Gap, Inc. – San Francisco, CA**

MAY 2012 - APRIL 2013

- Acquired and retained customers in Gap/Banana Republic Factory Store channel
- Influenced product roadmap priorities by creating concise but substantial KPI reports
- Increased retention of 600K customers with weekly A/B tested email campaigns
- Owned \$3MM budget and achieved <1% variance quarter-over-quarter

### **Marketing & Business Development Consultant**

SEPTEMBER 2009 - MAY 2012

- Hired by B2B and B2C companies to improve acquisition, retention and revenue
- Conducted quantitative and qualitative research for customer personas
- Implemented Google Analytics to evaluate effective SEO and SEM tactics

## SKILLS & TOOLS

UI/UX Design

Wireframing & Prototyping

User Research

A/B Testing

API Integrations

SQL

Data Analysis

Agile Methodologies

Strategic Planning

Project Management

## LANGUAGES

English

Spanish

Portuguese

## **Business Development Associate, Salient Wealth – *San Rafael, CA***

AUGUST 2006 - AUGUST 2009

- Drove acquisition of new executive clients for boutique financial planning firm
- Designed visual client reports that increased yearly conversion by 32% and acquired \$25MM in new client assets

## **EDUCATION**

### **Product Manager in Residence, Product School – *San Francisco, CA***

DECEMBER 2015 - FEBRUARY 2016

- Completed intensive training to deepen software product skills and knowledge
- Created a comprehensive proposal to refresh Square's merchant Support Center website to increase Net Promoter Score and revenue per active merchant
- Scoped refresh features, wrote user stories and built feature wireframes

### **B.A. International Relations, University of the Pacific**

AUGUST 2001 - MAY 2005

- Graduated Magna cum Laude and received the Dean's Award for advocacy
- Served as student president of the School of International Studies