

# ADRIAN URDAR

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## PROFESSIONAL SUMMARY

As a former Sales Manager turned Product Manager, I understand what it means to build products that are high-quality, cohesive, and scalable. I have built awareness for the small details, which is helpful for working through requirements, visualizations, models, and prototypes with cross-functional team members. I feel at ease working with data scientists, engineers, creatives & other business-oriented individuals. I can appropriately approach problem-solving and actively maintain a holistic viewpoint through various phases.

I have multiple years of experience in a wide range of disciplines including entrepreneurship, data, analytics, internet marketing, conversion optimization, and UX. These experiences have given me unique insights into the product lifecycle and has allowed me to think through the entire customer journey while challenging our own assumptions.

## SKILLS

Industry knowledge: Project Management, Agile Methodologies, Scrum Methodologies, Strategic Vision, UX, Product Road Mapping, Product Development, Product Strategy.

Tools & Technologies: CSS, HTML, MySQL, Python, Flask, Django, Pandas, Git, JSON, RESTful API, Microsoft Office Suite, Google Docs Suite, JIRA, Confluence, Miro, Trello, Asana, Airtable, Zendesk, Intercom, Slack, Appsflyer, Mixpanel, Google Analytics, Google Tag Manager, ManyChat, HotJar, Figma.

## EXPERIENCE

### IT Project Manager

Carrefour Romania

03.2021 - present

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- Acting as the Product Manager for the Bringgo ecosystem.
  - Helped the IT Digital Department implement unified documentation across all 6 IT components that covered Digital Platforms.
  - Organized all the documentation for the 6 Bringgo applications (web, iOS, Android, Sales, Accounting, and Delivery).
  - Prioritized and managed 83 projects for the 2021 Roadmap using the RICE prioritization framework and JIRA.
  - Translating business requirements into Product Requirements for all projects on the roadmap.
  - Providing guidance and direction to business stakeholders & technical providers - Ensuring the high-level software documentation is clearly understood and documented.
  - Cross-working with multiple technology vendors (technical architects, developers, technical analyst) and internal stakeholders (Business analysts, Product owners).

## IT Consultant

Self-Employed

03.2019 - present

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- Reducing costs for 10 small and medium business clients by 10% over the year by automating their workflow with chatbots.
- Growing revenue for 3 SMBs (a development start-up and 2 brick and mortar shops) by creating 100% of their Standard Operating Procedures.
- Clients included Iveco Romania, Rom Decor, SmartLaundry & Certo Gusto Pizza.

## FutureMindsFund Product Manager

ScholarshipOwl

04.2020 - 03.2021

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- Managing a 4-member technical team to support a marketing project resulting in 10,000+ scholarship applications submitted, \$35,000 donations received in 4 months, and 58,000 monthly users.
- Successfully launched a 501(c)(3) project tied to the EdTech industry on the US market.

## ScholarshipApp Product Manager

ScholarshipOwl

01.2019 - 03.2021

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- Leading a 4-member Agile product team to develop and implement a SaaS service resulting in 171 scholarships (\$271,024) offered and 172 clients onboarded (with no ad budget) in the first 12 months.

## ScholarshipOwl Customer Success Manager

ScholarshipOwl

09.2017 - 04.2020

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- Led the support team for servicing over 5.3 million users by creating and automating procedures for the workflow.
- Improved customer satisfaction level to 92%+ (previously 80%) by implementing a help-desk system.

## LICENCES & CERTIFICATIONS

Project Management Professional (PMP) - Romanian Ministry of Labor and Social Justice (2020)

CS50x - Introduction to Computer Science - HarvardX

CS50b - Computer Science for Business Professionals - HarvardX

## HONORS & AWARDS

ScholarshipOwl's Employee Of The Year (2020)