

George Kingsley

Product Manager

3 years of PM experience

Personal Info

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Hard Skills

Strategy & Data Analysis

3 of 3 Years

Strategic problem solving, R&D, vision, A/B testing, Excel

Persuasive Writing

3 of 3 Years

97th percentile writing SAT score

Product Design

2.5 of 3 Years

Balsamiq, Adobe Illustrator & Photoshop, Sketch, Invision

Project Management

2.5 of 3.0 Years

Agile, SCRUM, JIRA, problem solving, scheduling, contract negotiation

Soft Skills

Problem solving

3 of 3 Years

Public speaking/persuasion

2.5 of 3 Years

Cross-functional leadership

2.5 of 3 Years

Second Languages

Mandarin

Beginner

Product Manager with experience in the healthcare and B-2-B SaaS space. Have led development teams from product conception to launch while reaching company goals and hitting key success metrics.

Certificates

- ✔ Certified Product Manager, Product School - Santa Monica

Designed a feature for a healthcare app called Heal to increase NPS and customer lifetime value.

Experience

May 2018 - **Contract Product Manager, Business Analyst**

Present *Essex Property Trust - San Francisco, Los Angeles, Las Vegas*

- Lead a cross-functional team for a publicly traded multifamily REIT
- Analyze renter data over 65,000 units to build a product roadmap
- Lead a SCRUM to build an internal CMS and apartment listing database
- Design business process flows and wireframes
- Extensive JIRA experience
- **Business Goal:** Increase REIT stock price by optimizing operations technology
- **Key Success Metric:** Reduce average *loss-to-lease* by 20%
 - Q1 average loss to lease is \$2540 per lease; previously at \$3720 (-31.7%)

AWS API Gateway, Ai Integration | Javascript, CSS, MySQL | JIRA, Twilio | Scaled Agile Framework

May 2017 - **Associate Product Manager, Product Manager**

April 2018 *Neilson Financial Services - Marina del Rey, CA*

- Reported to the CEO and CTO for a leading consumer InsurTech company
- Built a product roadmap for an internal sales application compatible with our proprietary risk technology
- Built reports on feature success to meet company goals and success metrics
- Designed, documented and managed a marketing lead API to Update data
- Identified opportunities and wrote hypothesis', planned sprints, groomed backlog
- Launched/released products quarterly
- **Business Goal:** Scale to 120 sales per day
- **Key Success Metric:** reduce customer abandon rate to 2.5%

Telephony, Policy Admin, Compliance, Underwriting | Jira, Twilio, MIB | Agile + Kanban

Sept. 2015 - **Founder, Associate Product Manager, Data Analyst**

May 2017 *Innovation Institute | YouPrevent.io*

- Worked on product management, data, and marketing strategy for a start-up called YouPrevent
- Designed a mobile app for pressure ulcer prevention in clinical use
- Used HL7 CDA data to train a recurrent neural network to assess patient risk and output a custom care plan
- Participated in a medical start-up incubator: The Innovation Institute where they scaled the RNN with their portfolio of Ai products focused on prediction

iOS CareKit Framework | Swift, XCode, Objective-C, Python, MongoDB | OpenEpic, TensorFlow, Keras

June. 2016 - **Grown & Product Intern**

Aug. 2016 *LaowaiCareer | Beijing, China*

- 1 of 17 applicants to be selected for the Freeman Foundation Scholarship
- Helped grow the Web App from 100 Daily Active Users to 3,000+.

Education

2013 - 2017 **Bachelor of Arts - Azusa Pacific University**