

# MEGAN COOK

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## CAREER SUMMARY

### Product Manager • Growth • SaaS • Operations • Marketing

- **Collaborative and creative professional** with 20 years of diverse experience translating complex challenges into actionable steps and win-win outcomes.
- **Growth Product Manager** with a deep understanding of notifications, strategic roadmaps, experimentation, stakeholder management, and software development.
- **Consultative communicator and active listener** with a knack for uncovering pain points and a commitment to maximizing user value and business impact.
- **Coding Bootcamp grad and entrepreneurial spirit** with a desire to contribute meaningfully through tech.

## AREAS OF EXPERTISE

- Product Management
- A/B Testing
- Growth Experimentation
- Strategic Roadmaps
- Stakeholder Management
- Full-Stack Development
- Market Research
- Operations Management
- Project Management
- Data Analysis
- Negotiation
- Business Acumen
- Research
- Process Optimization
- Digital Marketing

## PROFESSIONAL EXPERIENCE

**Adobe**, San Francisco, CA + Remote

**2022 – 2023**

*Established SaaS giant whose suite of products empowers creatives to be, well, creative.*

### Growth Product Manager

Initially joined the Growth team to research and analyze desktop notifications. Presented findings and recommendations to the entire Growth org and executive leadership. Transitioned into a Growth PM role; executed 10 revenue-generating experiments for Creative Cloud Desktop with a 40% win rate.

*Highlights:*

- **Generated \$2.5 million in revenue** by leveraging data and analytics to prioritize experiments for maximum impact.
- **Improved the user experience** by optimizing notifications for reach, relevance, impact, and frequency.
- **Lead 2 investigations** on desktop notifications and notification delivery resulting in impactful UI/UX changes and a deep understanding of notification best practices, industry standards, and user sentiments.

**C. Cook LLC**, Portland, OR + Remote

**2020 – 2021**

*Residential contractor specializing in kitchens and bathroom renovations.*

### **Operations Manager**

While raising and schooling two young children at home and managing a household during a pandemic, implemented a workflow to increase operational efficiency and improve customer experience. Designed new brand assets, overhauled website, and created and managed social media.

*Highlights:*

- **Improved lead response time by 20 days** by creating a lead management system.
- **Increased website traffic by 240%** through the creation of social media accounts.

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## **PROJECT HIGHLIGHT**

### **Cyclic App (Developer, 2021)**

Built an inclusive, predictive, and customizable menstrual cycle-tracking app designed to be gender-neutral in UI, language, and use cases.

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## **EDUCATION**

### **Bachelor of Arts, Women's + Gender Studies**

University of Oregon, Eugene, OR

### **Certificate in Full Stack Development**

PDX Code Guild, Portland OR (2021)

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## **TECHNICAL SKILLS**

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|----------|---------------|-------------------|
| • Python | • JavaScript  | • Jira            |
| • Django | • GitHub      | • Excel           |
| • HTML   | • VS Code     | • Adobe Analytics |
| • CSS    | • Agile/SCRUM | • Tableau         |