



Hi, I'm
Megan Cook

PRODUCT MANAGER

A bit about me...

I'm Megan (pronouns: she/they), a product manager and PDX Code Guild coding bootcamp grad based in Vancouver, Washington. I've been coding since early 2021 and managing products since 2022.

My top areas of expertise include:

- Product management
- A/B Testing & Experimentation
- Project management
- Stakeholder management
- Full stack development
- Research and documentation
- Marketing
- Operations Management

Ultimately, I am best at uncovering critical information about a stakeholder's needs through active listening and thoughtful questioning, and then applying my industry knowledge to translate those needs into actionable steps and win-win outcomes.



I have over
20 years
of diverse
professional
experience.

2022

Growth Product Manager
ADOBE

2020

Operations Manager
C COOK LLC

Founder
MIDWIFERY MARKETING

2018

Realtor
REAL ESTATE DOULA

Midwife (Student)
Doula

2016

Clinical Research Assistant
OREGON HEALTH & SCIENCE UNIVERSITY

2014

Administrative Assistant
GROUNDSPRING HEALING CENTER

Barista
THE BUZZ

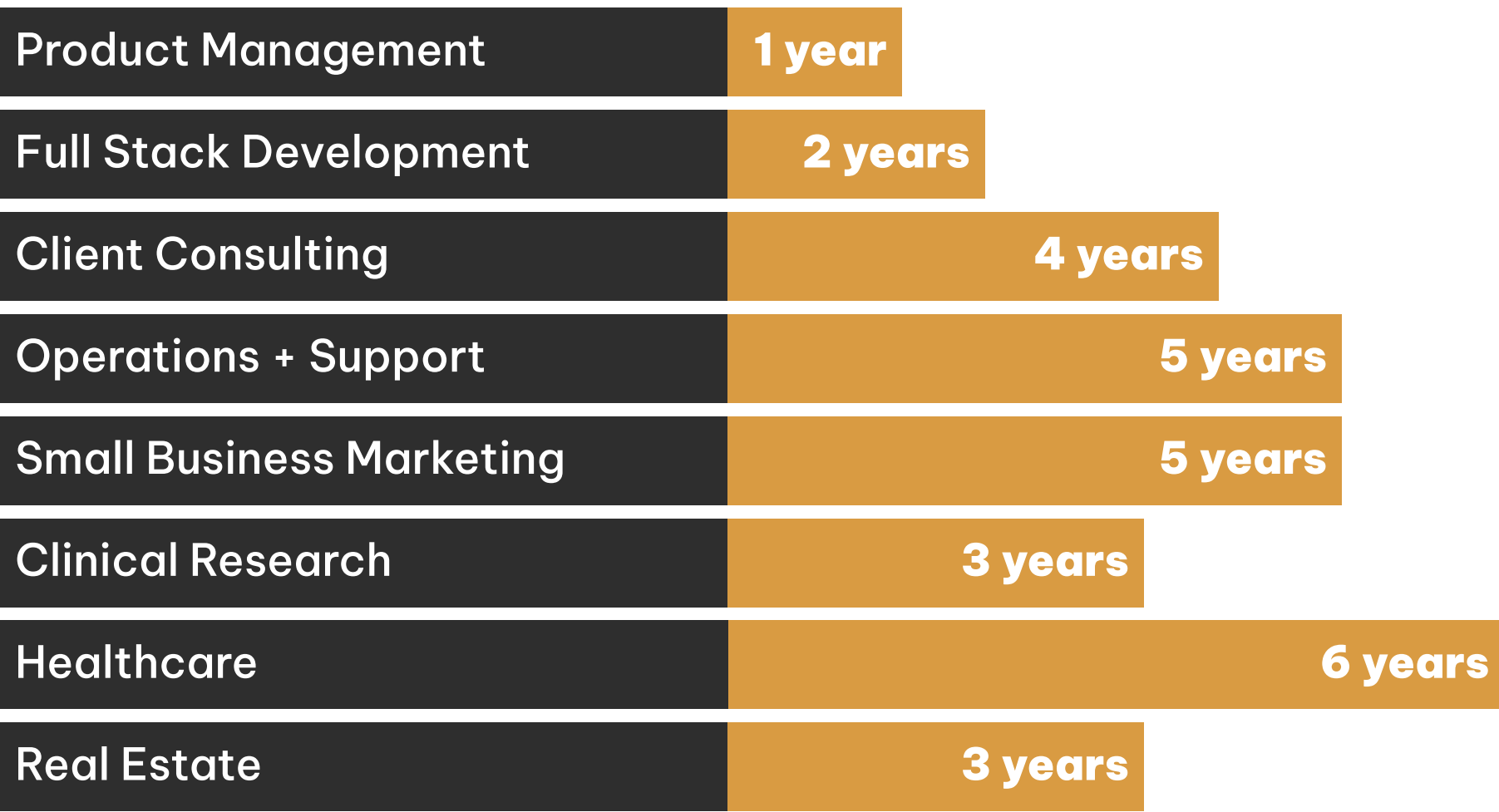
2012

Wine Steward
NOBLE ESTATE WINERY & VINEYARD

2010

Retail Associate
NIKE, ABERCROMBIE & FITCH

My experience broken down:



Transitioning into product:

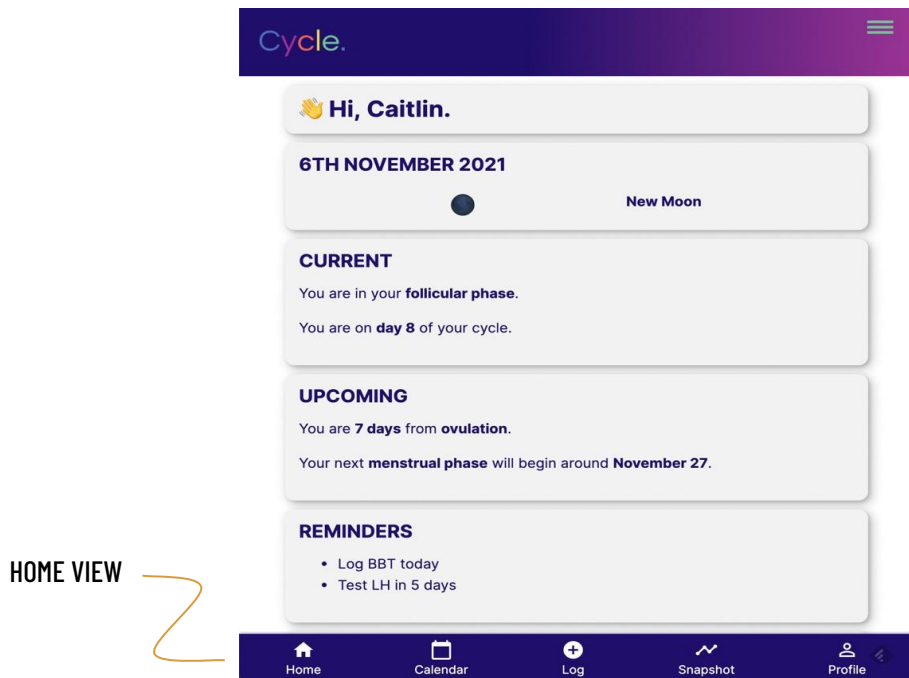
In early 2021, after a series of rejections, I decided it was time to learn some technical skills. I wanted to learn everything about software development so I taught myself the command line and Python. I had a bit of knowledge about front end languages already, which helped, because the back end was a steep learning curve.

In November of 2021 I proudly completed a 6 month full stack bootcamp program through [PDX Code Guild](#) and I've continued to practice and work on fun [projects](#).

I thought marketing or software engineering would be my career path but then I discovered product management and it felt like home. Since then, I completed a year long contract with Adobe as a Growth Product Manager where I ran experiments using desktop notifications to improve the user experience and boost revenue.

My pride and joy:

In my coding bootcamp, I designed and built an app I'm super proud of.



Cycle. App is an inclusive, predictive, and customizable menstrual cycle tracking app for all menstruating people.

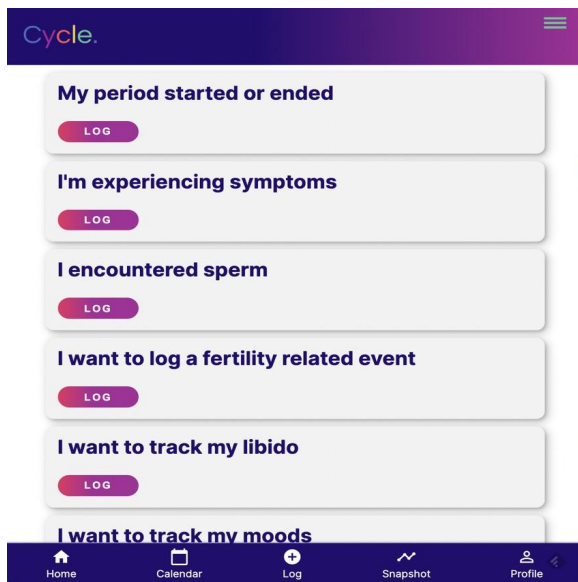
It was created for people in gender non-conforming bodies to track their cycles in order to get pregnant, avoid pregnancy, or gain awareness around their individual cycle patterns.

The UI has changed but this is an early version:

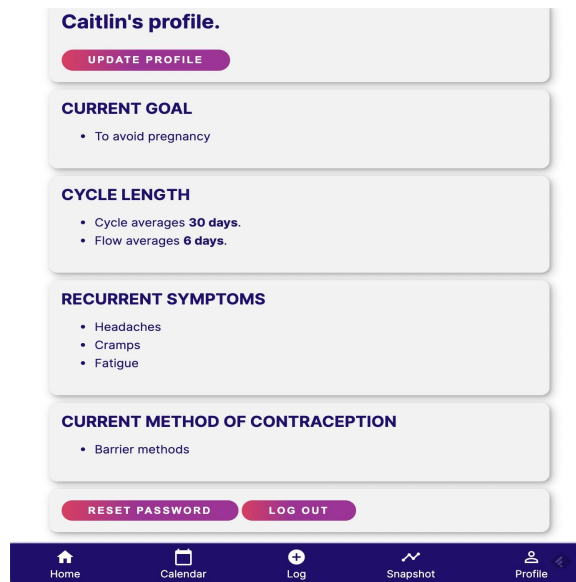
Users can see all events on a calendar, log events, and view their cycle stats at a glance.



CALENDAR VIEW

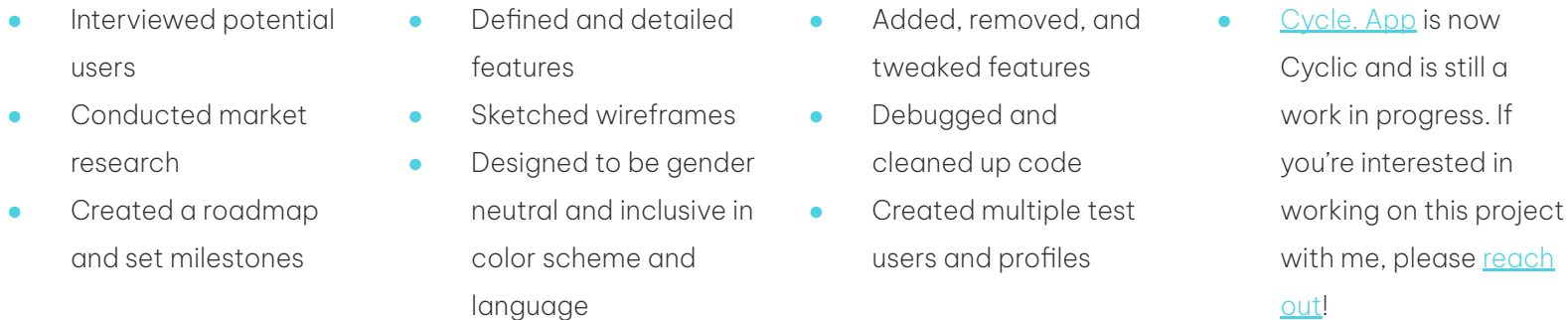
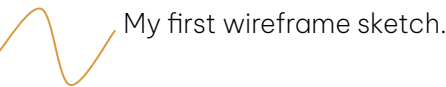


LOG VIEW



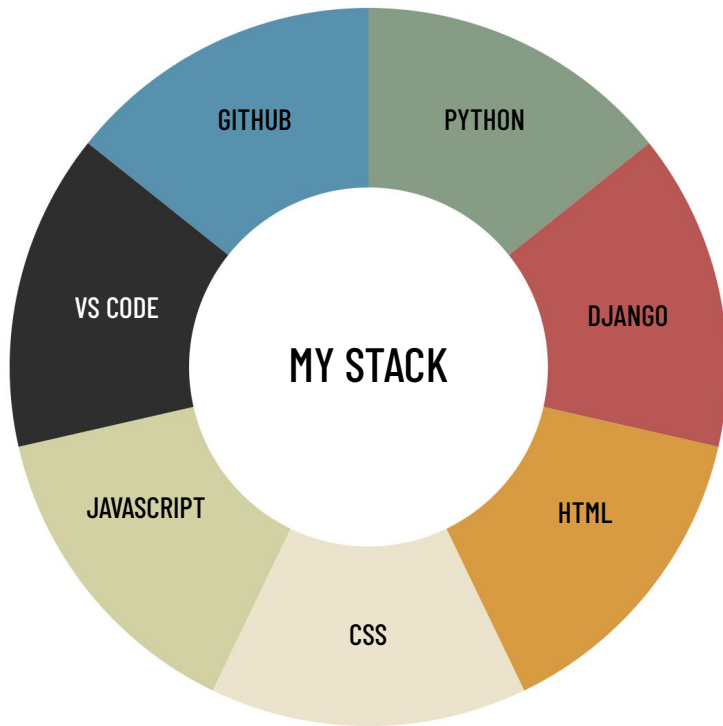
PROFILE VIEW

The Product Development Life Cycle



My technical skills:

- Agile/Scrum/Jira
- Tableau
- Technical documentation
- User research
- A/B Testing & Experimentation



Professional accomplishments:

I've done lots of things! Highlights include:

- Shortened lead response time by 20 days for a residential contracting business by implementing a system to manage leads and projects.
- Increased website traffic by 240% by building a website for lead conversion and starting an Instagram account for lead generation.

RELATED SKILLS

- Operations Management
- Project Management
- Digital Marketing
- Web Design
- Process Optimization
- Business Acumen
- Google Workspace
- Organization & Systems
- Attention to Detail

And a few more...

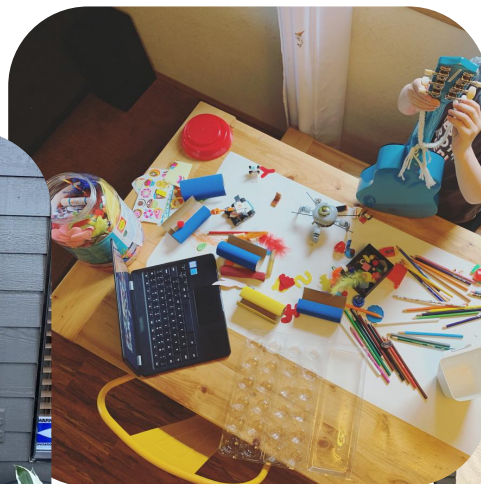
- Guided 15 clients through the home buying and selling process, successfully negotiating and closing \$6.3 million in sales volume as a licensed realtor.
- Provided high quality midwifery care for 9 clients; authored and edited 20+ complex technical protocols, informed choice documents, and practice guidelines as a student midwife.
- Assumed a leadership role as pathology liaison at OHSU Knight Cancer Institute by streamlining and owning the process of acquiring pathology specimens for clinical research.

RELATED SKILLS

- Expectation Management
- Client Consulting
- CRM Software
- Data Analysis
- Negotiation
- Persuasion & Influence

Filling the gaps...

Between jobs and projects I've been busy raising small children and managing a household. I also added in some deliberate down time after being on call for years. I would argue that "pandemic parenting" should earn a spot on my resume (and yours too, if you're also a parent).



You may be thinking...

*You've done a lot of different jobs in
a variety of fields.*

*How can I know you're committed
to product management?*

It all lead to this...

Though my previous experience may seem unrelated, there are 3 skills I've honed throughout all my roles:

1. Building relationships with stakeholders.
2. Supporting clients through a time of transition.
3. When something isn't working, I assess the situation and take action to change it.

And these 3 skills, I believe, make me a great PM.

Learning to think like a PM...

The PM Triangle

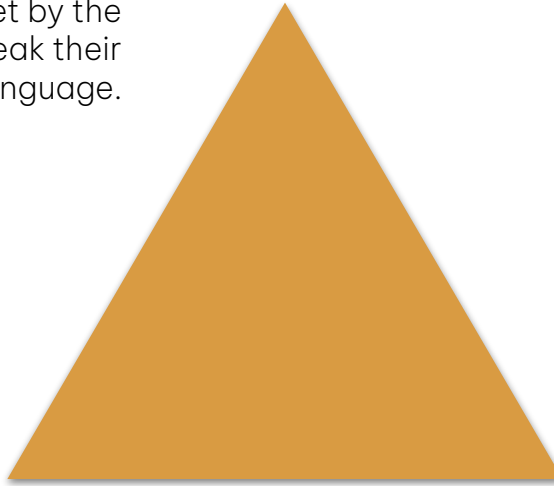
Top down design, bottom up implementation. I understand that timelines are set by the developers and I can speak their language.

ENGINEERING

I love marketing and thought that's what I wanted to do until I discovered product management. In high school DECA, I wrote business plans and competed (and won) at the state and national levels. I am a customer advocate to my core. Like marketers, PMs dig deep into stakeholder needs to uncover hidden desires and motivations.

I have an eye for design – I've designed 4 websites, 1 app and brand assets for 3 companies – but I respect the professionals.

DESIGN



MARKETING

Others may tell you...

Clients and colleagues would describe me as a strong communicator, particularly skilled in facilitating communication among multiple parties.

They would tell you about my systematic and data-driven approach to every task, my exceptional attention to detail and high level of organization, my calm demeanor and optimistic outlook.

But don't just take it from me...

"...we felt supported and well informed by Megan at all times... she quickly understood what we were looking for... The entire process felt really light and easy with her help." – S. Mentel

"...very pleased with Megan's knowledge, expertise, responsiveness, and negotiation skills... She kept us informed on every move, and updated us on the entire process... She looked out for our best interest all the way." – M. Maier

Excerpted from real estate client and midwifery colleague testimonials.

Apparently I'm a joy to work with...

“Megan was a joy to work with... she was more than willing to walk us through the entire process and answer any questions we had... she was able to keep us on top of our timeline... She was incredibly responsive when we needed clarification or advice.” – B. Nim

“Megan is a joy to work with. Her attention to detail, timely and organized style combined with her warm, generous energy made me feel calm and comfortable, allowing me to relax and enjoy the process.” – M. Stemper

What I'm looking for:

A **Product Manager** role with lots of opportunity for **mentorship, learning, and growth.**

I like to be part of a highly collaborative, high-achieving team with shared values of authenticity, accountability, and community.

We may be a fit if you value skills, proof of knowledge, and potential over years of experience, and you're looking for someone you can mold to the PM role.

Equity in healthcare and reproductive social justice work are topics about which I am deeply passionate, and I envision using my skills and strengths for the greater good. A company rooted in equity and inclusion would be a good fit.

We might get along well outside of work if...

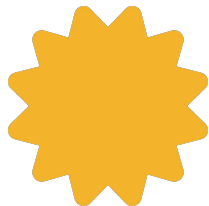
You also enjoy:

- Seeing live music 🤘
- Good food with good humans 🍺
- Deep conversation over small talk 👤
- Roller skating 🛼
- Traveling ✈️
- Reading in the sun ☀️

You also value:

- Equity 🤝
- Inclusion 🗨️
- Authenticity ☐

Oh, and I've got credentials:



Certified Full Stack Developer

Nov. 2021

PDX CODE GUILD

Portland, OR, US



BA in Women's & Gender Studies

Jun. 2010

UNIVERSITY OF OREGON

Eugene, OR, US

Minor in Business Administration

Connect with me!



THANKS FOR
VIEWING MY DECK!

-Megan

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