

CAROLINE SHENODA

PRODUCT MANAGER

CONTACT

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EDUCATION

McGill University

Bachelor of Science in Software Engineering
Sept 2014 - Dec 2018

- Minor in Life Sciences
- Hackathon Director, McGill Women in Computer Science (McWics)
- Head of Human Resources & Logistics, RoboHacks, McGill Robotics

SKILLS

English, French & Arabic

Research and trend analysis

Behavioural analysis

Split testing

Agile & scrum methodologies

Vision & mission definition

KPI tracking

TOOLS

Jira, Confluence, Asana, Trello, GitHub, Intercom, Google Suite, Google Analytics, Redash, Looker, Mixpanel, Figma, Sketch, Overflow

PROGRAMMING LANGUAGES & FRAMEWORKS

C, C++, C#, F#, HTML, CSS, Java, Javascript, Python, Typescript

SQL, MongoDB, Mongoose

Bootstrap, Express.js, jQuery, Node.js

PERSONAL PROFILE

Product Manager with 5 years of experience in roadmap development, market research and data analysis. Highly skilled in identifying opportunities to maximize revenue and improve user experience. Successful track record in product launch and market penetration. Strong background in science and software development, enforcing both a quantitative and qualitative approach to product development.

PROFESSIONAL EXPERIENCE

Product Manager (Consultant)

Blue Level Training / Oasis Learning | 10/2023 - Present

- Conducted research and facilitated workshops to define vision and mission statements
- Interviewed customers to define the problem space, and explore solution space to define MVP requirements
- Created initial product roadmap and product strategy

Product Manager

FutureMoney | 04/2023 - Present

- Spearheaded product and project management initiatives at a pre-seed startup revolutionizing the Junior Roth IRA™
- Partnered with marketing in strategizing and executing successful launch, resulting in a 168% increase in customer acquisition within the first 6 months
- Conducted market research to analyze trends and the competitor landscape, interviewed 20+ users and leveraged data-driven insights to shape product decisions

Product Manager

Local Logic (Nexmoov Inc) | 04/2022 - 04/2023

- Led the transformation of a legacy product through re-platforming, leveraging data-driven insights to optimize user experience and drive a 15% increase in retention; recognized with the esteemed Products That Count award for innovation and impact
- Orchestrated the development and launch of a new SDK product to showcase neighbourhood demographics; generated a 10% uplift in MRR in 3 months

Product Manager

Moka Financial Technologies (Acquired by Mogo Inc.) | 01/2021 - 04/2022

- Researched & delivered a premium bundle subscription of 3 new products, increasing revenue by 43% & saving users an average of \$240 annually
- Led the team to launch Moka's investment product in the European market, increasing engagement by 27%
- Improved billing efficiency in European operations by 50% by connecting to user bank accounts via SEPA Direct Debit instead of cards (Card Direct Debit)
- Directed a team aligning Moka's technology with Mogo's mobile application to launch MogoTrade, a new stock trading app
- Monitored market trends and competitor performance and analyzed gaps to update product & promotional strategies to maximize KPIs

Associate Development Manager

Moka Financial Technologies (Acquired by Mogo Inc.) | 01/2020 - 01/2021

- Managed all Moka initiatives from solution design to launch. Led engineering team timelines & resource allocation
- Developed business case and restructured release cycle to include more time for QA, which reduced crash reports by 25%
- Coordinated a team of mobile frontend, server & web programmers to successfully rebrand from Mylo to Moka and launch in the European market
- Improved operational efficiency by 94% through implementation of a new system for managing subscriptions & billing
- Filed for tax credit financing (SR&ED) and research funding (IRAP) to support research & development efforts

Project Manager

Guaranà Technologies Inc. | 01/2019 - 01/2020

- Reduced overall product development costs by 15% across projects by using scope reduction techniques
- Established customer relationship & satisfaction
- Developed timelines to optimize release cycle, reducing time-to-market by 20%