

ESTHER MIRZAKHANYAN

Product Manager

Contacts

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Skills

Data & Analytics: Data Visualization · KPI Tracking · Consumer Insights

AI: LLM Pipelines · LLM-based Features · AI Agents · Prompt Engineering

Product Management: Full Product Lifecycle · Product Backlog · Roadmapping · Requirements Definition · B2B SaaS

Experimentation: A/B Testing · Funnel Optimization · Conversion Rate Optimization · User Segmentation

Research: Market Research · Competitive Analysis · Customer Interviews

Collaboration: Cross-functional Leadership · Stakeholder Communication · Agile

Education

Projector Institute,
AI for Product Creation,
Feb 2025 — Apr 2025

Projector Institute,
A/B Testing,
Oct 2023 — Dec 2023

Tonti Laguna Mobile,
Product management internship,
Sep 2021 — Oct 2021

GoPractice,
Product management course,
Apr 2021 — Jul 2021

Wisconsin International University
Master's degree in Business Administration (MBA),
2014 — 2016

Languages

English (Fluent)

SUMMARY

Software Product Manager with an additional background in Marketing and Growth. Passionate about building products that solve complex customer problems and deliver meaningful business results. Specialized in experimentation-driven product development and AI-driven optimization, having run 100+ A/B tests and shipped LLM-powered features and agent-based workflows to optimize subscription funnels, onboarding, and user segmentation.

PROFESSIONAL EXPERIENCE

Product Manager — NDA IT company

Oct 2023 — Now • 2 yr 7 mos

- Led product development for a high-traffic subscription platform, owning paid funnels, onboarding, promotional placements, and user segmentation
- Shipped AI-powered features and agent-based workflows to personalize the user experience and automate cross-functional ops
- Ran a continuous A/B testing program across web and mobile, validating every release with controlled experiments
- Partnered with engineering, design, marketing, billing, CRM, and analytics to ship cross-functional initiatives
- Owned the product roadmap, prioritizing by experiment results and revenue impact
- Defined requirements, success metrics, and guardrails for each experiment

Achievements:

- Shipped subscription and acquisition flow improvements driving a 24% conversion lift and 15% increase in revenue per user
- Redesigned the onboarding experience and payroll flow across mobile and web, lifting conversion rates by 31% and revenue per user by 17%
- Launched AI-powered personalization and recommendation features that increased conversion by 22% and reduced time-to-value for new users
- Led a user segmentation initiative based on payment history, embedding user-tier attributes across Billing, CRM, and core configs — improving campaign conversion by 28%
- Ran A/B tests across paid funnels, onboarding, and cross-sell logic, lifting experiment win rate from ~20% to ~35%
- Localized product and promotional channels for the Asia region (KOR, JPN, SGP, TWN), driving a 19% revenue uplift

Product Manager — YouScan

Jan 2022 — Oct 2023 • 1 yr 10 mos

- Led end-to-end product development, conducting customer interviews to define product vision and features
- Managed cross-functional teams across engineering, design, marketing, sales, and customer support
- Conducted market research, competitive analysis, and identified improvement opportunities
- Communicated product vision, roadmap, and releases to key stakeholders

Achievements:

- Increased client conversion rate by 18% from free to paid Dashboards by conducting Customer Interviews
- Conducted usability tests, leading to a 12% increase in adoption of the chart creation process.
- Identified and eliminated sales blockers, resulting in an 11% increase in customer acquisition and a 19% decrease in churn rate.
- Reduced software maintenance costs by sunsetting redundant features.

Product Marketing Manager — LLC Domenik

Feb 2018 — Jan 2022 • 4 yr

- Conducted competitors research, developed and launched new company brands
- Managed product delivery, coordinated marketing budget, and organized exhibitions
- Wrote requirements for designers and developers, analyzed promotional channel effectiveness
- Launched company websites and promotional materials

Market Research Analyst — Myasna gildiya

Dec 2015 — Jun 2017 • 1 yr 7 mos

Was responsible for research and analysis of market trends and competitors. Collected and analyzed sales data and performed quarterly and yearly comparative sales analyses to help manage and track business changes.