Zoe Anderson Associate Product Manager

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PROFILE SUMMARY

- **Associate Product Manager** with **4 years** in product, 2 as a PM, working on the forms and site settings area of a website builder used by designers and agencies.
- Works in **Amplitude** and **SQL** for usage data, **Figma** for flows and quick prototypes, **Jira** for the sprint board and **Dovetail** for interview notes.
- Strongest at **customer interviews**, **writing PRDs with a clear goal metric** and **funnel analysis**, a habit carried over from 2 years as a product analyst.
- Works every day with 6 engineers, a product designer and the support team, and sits in on agency customer calls with the sales team each week.
- Runs the squad's weekly **customer feedback review** and onboarded the last 2 product analysts on the team's SQL queries.

TECHNICAL SKILLS

Product Analytics:	Amplitude, SQL, Looker, Funnel analysis
Experimentation & Feature Flags:	A/B testing, Staged rollouts
Roadmapping & Delivery Tools:	Jira, Confluence, Notion, Scrum
User Research Tools:	Customer interviews, Dovetail, Maze, Usability testing
Design & Prototyping Tools:	Figma, FigJam, Wireframes
Prioritization & Strategy Frameworks:	RICE, Jobs to be Done, OKRs
Go-to-Market & Pricing:	Launch plans, Beta programs, Release notes

EDUCATION

Brown University — **B.S. in Computer Science** — Providence, RI · Sep 2018 to May 2022

WORK EXPERIENCE

Webflow — **Associate Product Manager** — San Francisco, CA · Sep 2024 to Present

- Interviewed **28** agency owners and freelance designers about lost form submissions, tagged the calls in Dovetail and turned them into the problem statement for the next quarter's forms work.
- Wrote the PRD for spam filtering and file uploads on site forms, with edge cases and a goal metric, and shipped it with 6 engineers in **5** sprints.
- Tested 3 Figma prototypes of the new form settings panel with 12 users in Maze before any code, and cut setup time in the final design from **4 minutes to under 2**.
- Ranked **60+** forms requests from support and sales with RICE scores, and moved the top 5 into the quarter's roadmap with the senior PM.
- Ran a staged rollout of form spam filtering to 10%, 50% and then all sites, and tracked in Amplitude a **63%** drop in spam reports from site owners.

Squarespace — **Product Analyst** — New York, NY · Jul 2022 to Aug 2024

- Built the onboarding funnel dashboard in Looker for the website builder team, which found a template picker drop-off that **1 in 4** new trials hit.
- Analyzed **14** A/B tests on trial onboarding for the PM and growth team, writing up each result with its sample size and a ship or kill call.
- Wrote weekly SQL reports on paid plan conversion for the product lead, and presented them at **2** quarterly business reviews with the marketing team.