

Kelly Adkins

SKILLS

Certified Associate in Project Management (CAPM), Backlog Management, Requirements Writing, Data Analysis, Product Maturity, Product Growth, Roadmap, User Experience, User Research, Cross-team Leadership, Agile, Jira, Python, SQL, A/B Testing, Product Marketing, Business Writing, People Management, Stakeholder Management, Research Management.

WORK EXPERIENCE

Associate Product Manager, GMAC — Reston, VA

05/2024 – Present

- Owner of 3 assessment products in the maturity, growth, and introduction stages, respectively (~\$58M ARR).
- As workstream lead containing 9 projects, manage backlog and advise PMO on agile sprint planning.
- Plan, conduct, analyze and advise on voice of customer research for the flagship product leveraging surveys, interviews, and focus groups. Conduct sentiment analysis, data tagging, and other descriptive analysis.
- Drive quarterly product performance analysis with Director of Product Management, analyzing assessment volume trends against budget projections and adjusting roadmaps accordingly.
- Plan and manage UAT and E2E testing for roadmap releases and online platform migrations, collaborating closely with developers to ensure seamless, high-quality launches.
- Organized market pulse check research that was adopted quarterly and created a research framework that was replicated by adjacent teams.

Associate Project Manager, Defined.ai — Arlington, VA

12/2023 – 2/2024

- Site coordinator for speech data collection to support machine learning training sets, managed 2 audio engineers; established KPIs, evaluated performance, and advised leadership on personnel decisions.
- Managed preprocessing & validation of data for ML ingestion, ensuring metadata accuracy and API readiness.
- Authored voice actor scripts to generate training and evaluation datasets for sentiment analysis models used by an AI voice assistant with 1B+ MAUs.
- Designed and executed a marketing strategy, including user persona development, that doubled the talent recruitment pipeline within two weeks.

Founding Project Manager, Cemboo (B2B SaaS) — Reading, PA

1/2022 – 09/2023

- Authored business plan & funding requests to secure \$250K during pre-seed raise; managed a network of 20+ angel, venture capital, and accredited investors with updates on strategic objectives and MVP launch.
- Led the end-to-end beta launch by defining and executing the product roadmap in partnership with solutions architects and engineers, and translating complex requirements into MMF; generating \$204K ARR.
- Conducted market sizing and segmentation analysis to identify PMF that shaped long-term product strategy and informed the 5-year financial projections.

Project Manager, Haydenfilms Agency — Breinigsville, PA

1/2022 – 06/2023

- Lead project manager of 12 client accounts, supervised a team of 5 designers and 2 rotational interns and managed strategy alignment and progress reporting across accounts, representing \$600K ARR.
- Implemented Agile Kanban, daily standups, and monthly retrospectives to improve delivery efficiency; oversaw timeline management and conducted workload balancing.
- Managed end-to-end content delivery including CMS scheduling, paid and organic social media campaigns, and tracking analytics; supported sales efforts to onboard new clients.
- Assisted in graphic design and copywriting, applied product marketing strategy, podcast and broadcast interview host to produce talks with client administrators and customer testimonials.

EDUCATION

M.S. Data Journalism (Coursework)

Northwestern University

6/2023 – 12/2023

B.A. Communication

University of New Haven

8/2018 – 12/2021

EXTRACURRICULAR

Solutions Network Consultant (Ad Hoc)

Ben Franklin Technology Partners (Venture Capital)

9/2023 – Present

Multimedia Reporter

Freelance, Self

01/2022 – 12/2023