

# Kelly Adkins

I specialize in diagnosing ambiguous, global-scale products using data science and systems thinking, designing measurable and realistic product roadmaps grounded in portfolio and market resilience, and owning the end-to-end development.

## SKILLS

**Product/Strategy:** 0 to 1 Product Development, GTM Strategy, Competitive Analysis, Business Intelligence, Product Analytics, Inferential Statistics, Data Analysis, Customer Discovery, User Experience Research, Persona Development, Workstream Management, Roadmap Ownership, Stakeholder Management, Risk Management, Technical Requirements Writing, Systems Modeling, A/B Testing, ETL Pipeline Development, Prompt Engineering.

**Technologies/Frameworks:** Python, PowerQuery, SQL, Claude Code, Cursor, VSCode, Jupyter Notebook, GitHub, Vercel, Supabase, Jira, Miro, Figma, PowerBI.

## WORK EXPERIENCE

**Product Manager of Assessments, GMAC (GMAT Exam) – Reston, VA** 05/2024 – Present

- Projected to generate \$8.4M revenue in Y1 as the lead of a new product feature. Led concept ideation & validation, secured buy-in, conducted competitive analysis, market sizing, user interviews, and pricing analysis.
- Protected \$7M ARR as the end-to-end development lead of a digital pilot product designed for customer retention under the product-led growth strategy. Developed ETL pipelines and responsive dashboards to track usage reports and guide pilot grow/retire plans.
- Uncovered quality issues impacting 70% of global users through diagnostic and predictive analysis of customer survey data. On track to increase this segment's satisfaction ratings by 20% within 1 year.
- Retained \$1.1M revenue by delivering the zero-downtime online platform migration for the highest-earning portfolio product (serving 6K MAUs) through API planning and SME of ecommerce flows.
- Drove continuous feature enhancements of 7 digital products as the product workstream lead (owning \$58M ARR), through roadmap prioritization, close collaboration with engineering, & conducting throughput analysis.

**Project Manager, Defined.ai – Falls Church, VA** 12/2023 – 02/2024

- Led operations of a speech data collection site for ML sentiment training, managing 2 audio engineers.
- Conducted pre-processing and validation of data for model ingestion, ensuring metadata accuracy and API readiness. Currently powers an AI-agent with 1B+ MAUs.

**Founding Project Manager, Cembo (B2B SaaS) – Reading, PA** 01/2022 – 09/2023

- Oversaw the end-to-end MVP beta launch of the white-label video library service (\$200K+ ARR).
- Authored the company business plan, which secured \$250K in pre-seed funding. Managed relations for 20+ angel and VC investors by providing strategic updates on technical milestones and market positioning.
- Served as the technical product owner, validating AWS recommendations and prioritizing the development roadmap for scalable, cost-effective data migration across enterprise video libraries and CMS.

**Project Manager, Haydenfilms Agency – Breinigsville, PA** 1/2022 – 06/2023

- Lead project manager of digital assets and website management for 12 client accounts representing \$600K ARR. Supervised a team of 5 designers and 2 interns as manager of throughput.

## EDUCATION

<b>M.S. Data Journalism</b>	<i>Northwestern University</i>	6/2023 – 12/2023
<b>B.A. Communication</b>	<i>University of New Haven</i>	8/2018 – 12/2021

## CERTIFICATIONS

<b>Certified Associate in Project Management</b>	<i>Project Management Institute</i>	12/2024
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## EXTRACURRICULAR

<b>Solutions Network Consultant</b>	<i>Ben Franklin Technology Partners (Venture Capital)</i>	09/2023 – 12/2025
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