

DALLAS MANAKER

Product Manager

CONTACT

Phone

Available upon request

Location

Available upon request

Email

Available upon request

LinkedIn

[linkedin.com/in/dallas-manaker/](https://www.linkedin.com/in/dallas-manaker/)

EDUCATION

Bachelor of Education, Exercise Sports Science

Texas State University,
San Marcos, TX | May 2017

Product Management Nanodegree
Business Analytics Nanodegree
Udacity 2022-23

RELEVANT SKILLS/TOOLS

- PowerBI, Amplitude Analytics
- Hotjar, Appcues
- Trello
- Visme, Canva
- ClipChamp
- Whimsical, Miro, Lucid, Figma
- Azure DevOps, Jira
- Monday CRM
- HubSpot, Salesforce
- Microsoft Office Suite
- Slack, TEAMS



Product Manager with experience working in startups, midsize, and enterprise level businesses. Familiar with project management, marketing foundations, branding, sales, customer success, product development cycles, agile methodologies, strategic launches, content creation, training, and technical writing.

PROFESSIONAL EXPERIENCE

Product Manager

Sep 2022 – Present

Customer Success Specialist

KARE, Remote, United States

Apr 2022 – Sep 2022

- Managed the entire cycle of product development for 3 applications which included problem analysis, creating technical PRDs, story mapping, user testing, and creating launch content
- Organized and delivered over 30+ feature/enhancement launches to internal and external stakeholders resulting in growth of \$14M in gross revenue
- Led projects involving CRM integration, digital adoption implementation, new product development cycle operational processes, product resource repository, and creation of knowledge base library and tutorials for customers
- Led creation of training, guides, and product release material for all internal departments. Trained over 400+ new customers as CSS resulting in additional \$40M in gross revenue

Senior Relationship Manager

Jan 2021 – Apr 2022

Kelsey-Seybold Clinic, Houston, TX

- Responsible for assisting account executives with securing new accounts ranging from small to enterprise sized business within the Houston area through prospect outreach
- Targeted 900+ accounts through cold calls, event networking, and collaboration with insurance and broker rep partners
- Designed yearly sale campaigns, marketing strategy plans, and event promotions to increase health plan enrollments by 10-15K members

Consumer Engagement Ambassador

Jan 2019 – Jan 2021

Monster Energy, Houston, TX

- Engaged in guerilla marketing initiatives to assist with product feedback, new launches, and sales in segmented markets around the greater Houston metropolitan area
- Helped strengthen key accounts through event participation

Associate District Manager

Jan 2019 – Jan 2020

ADP, Houston, TX

- Generated \$23K in revenue in FY '20 for the small business division
- Managed and cross sold to over 100 existing accounts within territory
- Partnered with bankers and CPAs to generate new business opportunities