

DALLAS MANAKER

TEL: Inquire for Information | @: Inquire for Information | Broomfield, CO | WEB: www.dallasmanaker.com

SUMMARY

Certified Product Manager with 3.5+ years of experience leading SaaS product lifecycles across mobile and web platforms. Delivered 40+ product launches generating \$14M+ in revenue growth while designing workflows to improved adoption for 60,000 users in a B2B2C space. Skilled in analytics (SQL, PowerBI, Amplitude), CRM/API integrations, messaging framework and launch frameworks, and implementing AI-powered solutions. Recognized for cross-functional leadership and data-driven decision making, with nanodegrees completed in Product Management, Business Analytics, and AI Product Management. Passionate about building user-centric products that drive growth and scalable impact.

EDUCATION & CERTIFICATIONS

Texas State University B.S., Exercise Science

Udacity Nanodegree Product Management, Business Analytics, AI Product Management

EXPERIENCE

KARE Technologies | Product Manager

Product Manager – Senior Curriculum Developer
Customer Success Specialist

Jun '23 – Present

Sep '22 – Jun '23

Apr '22 – Sep '22

- Owned roadmap for 3 SaaS applications (2 mobile, 1 web), launching 40+ features that drove \$14M in additional revenue and increased user adoption.
- Led AI-powered projects including chatbots and document scanners to automate onboarding and improve adoption.
- Applied analytics to evaluate adoption funnels, identify drop-off points, and refine product journeys.
- Collaborated cross-functionally with sales, marketing, operations, and customer success to iterate on product enhancements that increased adoption, engagement, and efficiency.
- Worked with design/engineering to define requirements, user stories, acceptance criteria, and technical specs leading to quality product output and shared understanding.
- Transformed GTM strategy by developing a comprehensive launch matrix which introduced clear impact criteria and standardized resource requirements which led to coordinated, predictable, and scalable launches.
- Promoted twice within first year: CSS → Curriculum Developer → Product Manager.

Kelsey-Seybold Clinic | Senior Relationship Manager

Health Plan Sales Specialist

Jun '21 – Apr '22

Jan '21 – Jun '21

- Conducted customer research and campaign analysis that increased enrollments by 10–15K members, improving ROI of acquisition campaigns.
- Promoted within 6 months from Health Plan Sales Specialist → Senior Relationship Manager

Monster Energy | Consumer Engagement Ambassador

Jan '19 – Jan '21

- Collected **product feedback** from consumers, supported new product launches, and improved adoption in targeted markets through customer engagement.

ADP | Associate District Manager

Jan '20 – Dec '20

- Supported 100+ SMB clients with SaaS payroll and compliance solutions, generating \$23k in new business.

SKILLS

- Product Management:** Roadmapping, Backlog Ownership, Technical Documentation, Feature Prioritization, Cross-Functional Delivery, User Research, Stakeholder Alignment
- Product Marketing:** Messaging Framework, GTM, User Personas, Competitive Intelligence, Trend and Behavior Analysis

- **Technical & Analytics:** SQL, Amplitude, BI Dashboards, Funnel Analysis, API Collaboration
- **Tools:** Jira, Figma, SQL, UX Pilot, Whimsical, Appcues, Slack, HubSpot, Salesforce
- **Cross-Functional Collaboration:** Engineering, Design, Risk/Compliance, Analytics, Customer Success, Sales, Marketing, Operations