

Maya Okafor

Product Manager

maya.okafor@example.com · (415) 555-0187 · San Francisco, CA · [linkedin.com/in/mayaokafor](https://www.linkedin.com/in/mayaokafor)

SUMMARY

Product manager with seven years in B2B software. I like turning messy customer problems into shipped, measurable product, and I work closely with design and engineering from discovery to launch.

EXPERIENCE

Tallyhouse

Apr 2022 – Present

Product Manager

San Francisco, CA

- Launched card payments on invoices with Stripe, moving \$210M a year through the product within 12 months.
- Designed the A/B testing programme for the pay page; the winning checkout raised paid-on-time invoices by 9%.
- Wrote the SQL behind our late-payment analysis, which became the brief for automated reminders.
- Own the product roadmap for invoicing, used by 14,000 small businesses.
- Shipped recurring invoices, which now account for 38% of invoice volume.
- Run weekly customer interviews and turn what we hear into specs with design and engineering.

Brightpath

Jun 2019 – Mar 2022

Associate Product Manager

Oakland, CA

- Ran go-to-market for the self-serve trial with marketing and sales, from launch brief to enablement.
- Brought sales, support and finance onto one quarterly plan, managing stakeholders through a pricing change with no churn spike.
- Responsible for the onboarding flow and its help content.
- Launched a self-serve trial that grew qualified sign-ups by 22% in two quarters.

Brightpath

Aug 2017 – May 2019

Business Analyst

Oakland, CA

- Built the weekly revenue dashboard leadership used to plan hiring.

SKILLS

Product: Product roadmap, Customer interviews, Jira, Figma

Data: SQL, Amplitude, Excel

EDUCATION

University of California, Davis

2013 – 2017

B.A. Economics