

TRINA BROWNE

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Summary

Results-driven Product Management/Business Analyst with 5+ years of experience in market analysis, strategic planning, and stakeholder management. Led cross-functional teams to launch 3 successful products, increasing annual revenue by 20% and achieving a 95% customer satisfaction rating. Analyzed product metrics to identify areas for improvement and implemented changes resulting in a 15% increase in user engagement. Skilled in agile methodology, and data analysis with a proven track record of delivering high-quality products on time and within budget.

Skills

- Market Analysis
- Strategic Planning
- Agile Methodology
- Stakeholder Management
- Product Development
- Data Analysis
- Project Management
- Requirements Gathering
- Competitive Analysis
- Business Process Improvement
- Customer Research
- JIRA
- UKG Pro (UltiPro) HCM
- UKG Pro Recruiting
- Confluence
- Payroll
- SQL
- SaaS
- Salesforce
- HRIS
- Customer Service
- Financial Analysis
- Metrics Tracking
- Budgeting Analysis
- Product Road Mapping
- User Story Writing
- Product Launch Planning
- Product Metrics Analysis
- Sales Forecasting
- Pricing Strategy
- Data Visualization
- Go-to-Market Strategy
- A/B Testing

Experience

PRODUCT MANAGEMENT BUSINESS ANALYST | 06/2021 - 03/2023

Ultimate Kronos Group (UKG) - Weston, Florida, United States

- Prepared and delivered product presentations to key stakeholders, resulting in a 25% increase in customer engagement and a 40% increase in sales leads.
- Conducted market research to identify trends and opportunities, resulting in a 25% increase in sales for an existing product line.
- Collaborated with cross-functional teams to define product requirements, resulting in a 30% reduction in development time and a 50% increase in product quality.
- Analyzed customer data and feedback to optimize product features, resulting in a 10% increase in customer satisfaction and a 15% reduction in customer churn.
- Created and maintained product roadmaps, resulting in a 90% on-time delivery rate for new features and updates.
- Spearheaded a customer segmentation analysis, resulting in a 15% increase in sales for a specific customer segment.

TEAM LEADER, CUSTOMER SUCCESS | 09/2018 - 06/2021

Ultimate Kronos Group (UKG) - Weston, Florida, United States

- Managed a team of 12 Customer Success Product Specialists, resulting in a 15% increase in customer retention and a 10% increase in upsell opportunities.

- Orchestrated regular customer feedback surveys and analysis, resulting in a 20% increase in customer satisfaction and a 15% reduction in customer churn.
- Worked closely with cross-functional teams, including Product Management and Business Analysis, to identify customer pain points and inform product development decisions.
- Programmed the implementation of a new customer success platform, resulting in a 30% increase in team efficiency and a 25% reduction in response times.
- Initiated and executed a comprehensive onboarding program for new team members, resulting in a 50% reduction in ramp-up time and a 20% increase in productivity.
- Collaborated with Sales and Marketing teams to develop customer advocacy programs, resulting in a 35% increase in customer referrals and a 20% increase in new business opportunities.

LEAD ACCOUNT MANAGER | 05/2014 - 09/2018

Ultimate Software - Weston, Florida, United States

- Conducted regular account reviews and analysis, resulting in a 30% increase in customer satisfaction and a 12% reduction in customer churn.
- Collaborated with Product Management and Business Analysis teams to identify customer needs and inform product development decisions.
- Administered the development and launch of two new products, resulting in a 40% increase in sales and a 30% increase in market share.
- Worked closely with Sales and Marketing teams to develop and execute go-to-market strategies, resulting in a 50% increase in lead generation and a 25% increase in conversion rates.
- Analyzed competitor data and industry trends to identify new business opportunities, resulting in a 15% increase in new business revenue.
- Supported clients with strong analytical, in-depth analysis, problem-solving, and troubleshooting skills in a professional, timely, and thorough manner.

Education

Miami Dade College - Miami, Florida | Bachelor of Science

Business Management

Certifications

- **Canadian Payroll Compliance Practitioner (PCP) Certification**