

# Jonahs Duran

PRODUCT MANAGER

## Employment History

### Product Manager , Minds With Purpose, Lawrence, MA

MAY 2023 – NOVEMBER 2023

- Drove a 15% growth in new member sign-ups through targeted marketing campaigns, referral programs, and optimization of the onboarding process.
- Spearheaded initiatives to enhance user engagement, resulting in a 20% increase in Monthly Active Users (MAU) within a quarter.
- Initiated and facilitated three new collaborations and partnerships with external organizations, expanding the community's reach and fostering valuable connections.
- Led the collection and curation of success stories and testimonials, showcasing the platform's impact on business growth.

### Web Developer, Twenty8 Digital, Miami, FL

MARCH 2018 – PRESENT

- Designed and developed customized websites for 25+ clients with WordPress, Shopify, Wix, and Webflow.
- Scaled organic monthly website traffic by creating and executing SEO strategies, including keyword research, on-page optimizations, and link building, resulting in an average increase of 30% in website traffic and a 20% improvement in conversion rates.
- Provided comprehensive technical training and user support by creating helpful documentation and instructional videos, ensuring a smooth and efficient user experience.
- Managed and efficiently addressed support tickets from both users and business owners, ensuring prompt resolution of issues and high-quality customer support.

### Associate QA Engineer, Motus, Boston, MA

MAY 2021 – OCTOBER 2023

- Planned, designed, and executed comprehensive test cases including unit testing, functional testing, end-to-end testing, regression testing, API testing, and user acceptance testing for our SaaS products and mobile app, ensuring a 98% defect-free release.
- Effectively communicated test results to all stakeholders involved in the product team including engineers, product owners, scrum masters, third-party vendors, and customers leading to increased collaboration and timely bug resolution.
- Participated in daily scrum meetings as a core member of the agile team, collaborating with development and project management teams to identify and troubleshoot bugs, resulting in a 20% decrease in overall product defects.

## Education

### Computer Science, Northern Essex Community College, Lawrence, MA

### Front End Web Development, General Assembly, Boston, MA

## Details

Miami, Florida

United States

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## Links

[LinkedIn](#)

[Twenty8 Digital](#)

[Minds With Purpose](#)

[About Lawrence Academy](#)

[Rock Consulting](#)

[RF Boston](#)

[Saint Joseph Lofts](#)

## Skills

Project Management

Product Management

Product Development

Product Life Cycle

Product Design

Product Enhancement

Product Road Mapping

Web Development

Web Design

User Experience

Front End Development

Search Engine Optimization

Content Management Systems

Software Quality Assurance

PostgreSQL

Manual Testing

Digital Marketing

Business Analysis

Business Planning

Competitive Analysis

Market Research

Growth Strategy

Technical Support

## Languages

Spanish