

# Kelli DeThomas

My startup experience has helped me grow quickly in my career and develop skills across all facets of product development and delivery, from managing ecommerce customer operations to developing and executing product marketing strategies, my skills extend beyond the traditional product management role.

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## EXPERIENCE

### Encentiv Energy, Pittsburgh, PA - Product Manager

NOV 2022 - PRESENT

- People management focusing on professional development rooted in metric-based goals
- Resource allocation planning process - further evolving our roadmap process and structure for more efficient planning
- Collaborate with sales and marketing teams to create effective strategies for products
- Analyze key performance metrics and implement solutions that align with Objective Key Results

### Product Specialist

JUN 2022 - NOV 2022

- Standardized the product release process
- Modernized roadmap to deliver value while offering flexibility
- Meet with stakeholders to define and develop products that fit customer needs and business objectives
- Work closely with designers to ensure cohesion and a simple user journey
- Facilitate communication between clients and developers to meet product requirements

### Customer Success Specialist

DEC 2020 - JUN 2022

- Customer engagement and retention to keep churn below 1%
- Worked with customer to increase usage of our tools on their website
- Campaign management and content creation for new + existing users
- Assisting with marketing, including trade show attendance

## EDUCATION

### Penn State University, State College, PA

#### Bachelor's Degree in Energy & Sustainability Policy

Graduated December 2019

JAN 2018 - DEC 2019

### Community College of Allegheny County, Pittsburgh, PA

#### Associates Degree in Hospitality Management

Graduated December 2010

AUG 2007 - DEC 2012

## SKILLS

Agile methodologies  
Atlassian  
CRM Software  
Customer Engagement  
Data Analysis  
Design  
Google Workspace  
Ecommerce solutions  
Leadership  
Marketing  
Market Research  
Prioritization Techniques  
Project Management  
Technical Documentation

## INTERNATIONAL STUDY

May 2019

**The Green Program -  
Renewable Energy &  
Sustainability**  
Reykjavik, Iceland

*Photos and journals from my  
experience are linked on my  
website.*

## AWARDS

2019

**John & Elizabeth Holmes  
Teas Scholarship**  
Penn State University  
College of Earth & Mineral  
Sciences

**Student Engagement  
Network Grant**  
Penn State University