

Donnie Gardner
Senior Product Manager
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Professional Summary

Senior Product Manager with 20 years of experience driving growth in B2B and B2C classified marketplaces. Proven track record of delivering double-digit revenue growth, improving user experience, and leading cross-functional agile teams. Expert in rapid iteration, A/B testing, and data-driven decision making to achieve business outcomes in fast-paced environments.

Core Competencies

Product Management: Agile/Scrum, Kanban, Product Strategy, Roadmapping, A/B Testing
Analytics & Growth: Revenue Optimization, User Acquisition, Performance Metrics
Leadership: Cross-functional Teams, Stakeholder Management, Process Improvement
Technical: Figma, Claude, Lovable, HTML/CSS, Adobe CS/Analytics, MySQL

Professional Experience

Dec 2022 - Present <i>Trader Interactive</i>	Senior Product Manager, Consumer Experiences Lead \$20M Private Party platform serving 100K+ users; delivered double-digit revenue growth through package pricing optimization.
Jan 2019 - Dec 2022 <i>Trader Interactive</i>	Product Manager, Consumer Native Apps Improved app ratings from 2-star to 4-star average and doubled active user base through UX redesign and engagement strategies
Jan 2012 - Jan 2019 <i>Dominion Enterprises</i>	Product Development Manager, Commercial Brands Led 4-person Agile team managing Commercial Truck Trader and Equipment Trader; owned search, SEO, inventory management
Aug 2008 - Jan 2012 <i>Dominion Enterprises</i>	Graphic Design Supervisor, Trader Brands Managed 4-person design team for Trader brands; established workflows improving efficiency and brand consistency
Aug 2004 - Aug 2008 <i>Dominion Enterprises & AutoMart.com</i>	Web/Marketing Graphic Designer Created product mockups, site redesigns, and advertising campaigns; managed ad trafficking operations

Education & Certifications

<i>BFA Graphic Design (Cum Laude)</i>	Old Dominion University 2003
<i>Certified Scrum Product Owner (CSPO)</i>	Scrum Alliance 2017