

Jack Turner

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WORK EXPERIENCE

Product Manager at Backcountry, Park City, UT

May 2024 - Present

Backcountry is an e-commerce retailer in the outdoors industry.

- Conducted A/B Tests on the site to over 150k daily visitors, resulting in an increase in conversion by over 1.8% and \$3.5M lift in annualized revenue.
- Re-evaluated the free-shipping threshold for the business, resulting in an annualized increase in contribution margin of \$2.5M.
- Deployed AI-driven content generation to optimize SEO across 50K+ pages, increasing organic traffic and discoverability.
- Created a curated add-ons experience to increase UPT on orders, resulting in an 8% lift in AOV on site.
- Led integrations with multiple third-party vendors to improve our search experience, reviews platform, and site SEO.

Product Manager at Docyt, Dallas, TX

Apr 2022 - Apr 2024

Series A start-up revolutionizing accounting automation for multi-location businesses.

- Led product development in accounts payable automation products such as invoice data extraction, approval workflows, and bulk payment processing.
- Applied ML models to categorize banking transactions at scale, in return improving data accuracy and enabling predictive financial trends for B2B clients.
- Developed business KPI dashboards to provide live profit & loss data daily to B2B customers.
- Conducted customer outreach to gather feedback, discover pain points, and congregate feature opportunities from clients.

Product Manager at Paycom, Grapevine, TX

Sep 2020 - Apr 2022

A payroll SaaS company within the S&P 500 with a market cap of \$14B.

- Led the development of a consumer-facing content delivery system that was shipped to over 5,000 clients.
- Defined the MVP scope of the project to satisfy stakeholders' requirements and stay within a \$500,000 budget.
- Documented user stories, specifications, and product features into detailed acceptance criteria in Jira to communicate across both the front-end UI and backend API teams.

EDUCATION

B.S. in Marketing and Entrepreneurship at Oklahoma State University

Sep 2015 - May 2019

Undergraduate course, focused on data-driven decision making, market evaluation, and problem solving.

- Worked in the Riata Center for Entrepreneurship, assisting Veterans in starting small businesses in local communities.

EXTRACURRICULAR ACTIVITIES

Operator for Alamo Tools

Aug 2019 - Apr 2023

I created an e-commerce brand that specialized in selling tools through Amazon.

- Achieved over \$300k in annualized gross sales.
- Managed ad platforms on both Amazon and Facebook to drive traffic to product pages.
- Prepared a live P&L for the business, ensuring costs and profitability were a priority.