

DANIELLE MAXWELL

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WORK EXPERIENCE

RoadRunner | Senior Product Manager | July 2021 – Present | Pittsburgh, PA (Remote)

- Own end-to-end product strategy for customer payments (invoicing, pay/autopay, and collections), supporting \$16M+ MRR.
- Led development and GTM strategy for invoice display, autopay enablement, and payment collection on Customer Portal, driving adoption from 20% to 60% of active customer base.
- Oversaw redesign and launch of new invoice document via internal/external discovery, execution, and phased migration; reduced invoice disputes and improved DSO by 5 days.
- Eliminated \$40K/year in redundant ERP costs by centralizing invoice retrieval into internal platform, reducing context-switching and dependency on external seats for non-finance roles.
- Delivered automated invoice delivery tool and integrated third-party mail provider; improved reliability, scaled throughput and reduced manual operations.
- Leveraged AI for SQL analysis, product documentation, and validating ambiguous edge cases.

TicketNetwork | Associate Product Manager | July 2019 – July 2020 | South Windsor, CT

- Identified trends in checkout conversion rates utilizing Tableau; drove the implementation of pricing experiments that focused on ticket markdown.
- Minimized impact on revenue during the COVID-19 pandemic by leading the delivery of a new gift card feature within 2 months of inception.
- Improved web accessibility to meet WCAG AA compliance level by collaborating with a third-party vendor, 2 product teams, and a web support team.
- Collaborated with engineering and business stakeholders, constructing competitive analysis documents, business and technical requirements, user stories, and release material.

Aventri | Product Technology Intern | June 2018 – July 2019 | Norwalk, CT

- Led implementation of a gamified user onboarding experience to improve retention rate. Brought the project from a stagnant state to UAT within 3 months of inheriting the project.
- Improved event analytics integration for over 100 API endpoints by migrating documentation to Slate using markdown language.

EDUCATION

Rutgers University | Class of 2019

Bachelor of Arts, Information Technology and Informatics; Minor, Business Administration; magna cum laude

SKILLS & INTERESTS

Skills: B2B Product Strategy | AI Product Adoption | Data Analysis | Automation/No Code Tools

Extracurricular: Founder of VISIONLAB - website development and automation solutions for small businesses