

Luke Harper

Freelance Senior Product Manager

INFO

ADDRESS

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Germany

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PORTFOLIO

www.luke-harper.com

SKILLS

Product strategy



Data analysis



User research



writing user stories



Communication



UX



Understanding user needs



Stakeholder management



Agile



User testing



Product & usability testing



Generating ideas



PROFILE

Skilled Berlin-based Senior Product Manager with 7+ years of experience, and expertise in turning customer requirements into products that are effective, innovative, and successful.

EMPLOYMENT HISTORY

Senior Product Manager, Freelance

Berlin

Feb 2018 – Present

I drive value by leading large scale new projects, creating product solutions for multiple B2C brands as well as offer continuing routine support throughout their lifecycle. Clients include: [IDP](#), [Whatuni.com](#), [The Complete University Guide](#), [Postgraduate Search](#).

Highlights include:

- Creating an end-to-end application system for users to apply to University, helping 2000+ students apply and get accepted to a place at university.
- Leading the product launch of the [Complete University Guide's](#) Clearing system, a project that generated £730,000 in new revenue.
- Building innovative advanced search solutions such as multi filter systems and chatbots, aiding user retention and increasing average user duration by 30%

Head of Product, Hotcourses Group

London and Chennai

June 2016 - Jan 2018

I led a team of 4 Product Managers and 2 designers, working across a portfolio of over 40 websites and apps in the education sector. These included [Whatuni.com](#), [Floodlight.co.uk](#), and [Hotcoursesabroad.com](#).

Highlights include:

- Launched the company's first mobile app helping users find university courses through complex and personalized search criteria. This led to over 70,000 new registrations, and a large increase of returning users.

LANGUAGES

English - Native

German – Intermediate (B1)

- Led the research and subsequent strategy for the redesign and relaunch of PostgraduateSearch.com. The redesign led to a traffic increase of 40% and revenue increase of 26% within 12 months.

Senior Product Manager, Hotcourses Group

London

July 2014 – June 2016

Was responsible for ensuring the higher education portfolio websites had clear purpose, voice, and identity to users.

Highlights include:

- Managed the conversion of two high-traffic volume websites to become fully responsive and optimized for mobile users.
- Drove various new product changes and existing product CRO refinements that resulted in an overall 65% increase in online registrations and 35% increase of revenue in 2015/16.

Product Manager – Marketing, Hotcourses Group

London

May 2013 – July 2014

I was responsible for implementing product development changes to boost online profile of the Higher Education portfolio.

Highlights include:

- Created company's first fully automated email marketing and remarketing campaigns.
- Built complex user profile area leading to company hitting its user retention KPIs in 2014.

EDUCATION

BA (Hons) Business Management & Politics University of Winchester

Sep 2008 – July 2010

Second class classification with honours (2:1)

COURSES

Management Development Programme, Institution of Leadership Management

Feb 2016 – July 2016

User Experience Design, General Assembly

Apr 2015 – July 2015