

# Hunter Brodie Helms

[linkedin.com/in/brodiehelms](https://www.linkedin.com/in/brodiehelms) • [helmsbrodie@gmail.com](mailto:helmsbrodie@gmail.com) • 205.948.6966 • [brodieh.com](http://brodieh.com)

## Experience

### FIXD Automotive

Product Manager

Atlanta, GA - Remote

May 2022–Present

*FIXD Automotive simplifies car maintenance with an OBD2 sensor and mobile app, delivering personalized insights powered by data from over 3 million drivers.*

- Spearheaded user research leading to the development of an in-app AI-powered repair assistant that provided instant repair insights, increasing weekly user retention by 10%.
- Directed a B2B product that serviced 450 franchise car dealerships, achieving \$1M in annual recurring revenue within 12 months and leading to a 5× ARR acquisition.
- Collaborated with engineering teams to design and implement AI integrations into the flagship product, reducing monthly vendor costs by \$50K, and expanding our code coverage for an international user base.
- Developed and integrated an upsell feature on the checkout page, driving an additional \$40K in monthly premium revenue.

### LinkedIn

Technical Program Manager

San Francisco, CA - Remote

May 2017–March 2021

*Led cross-functional teams to drive the development and launch of consumer-facing features on LinkedIn's platform. Managed technical programs from conception to completion, ensuring alignment with business objectives and user needs. Coordinated between engineering, product management, design, and marketing teams to deliver high-quality products on schedule.*

- Directed a cross-functional team of 12 to develop and launch LinkedIn's "Open-to" feature, creating a user-centric tool that increased job application activity by 3%.
- Led the "DependIn" project, streamlining developer dependencies and cutting planning time by 30%, boosting efficiency and speeding up product delivery.
- Championed the Project Honeycomb initiative, enabling LinkedIn's notification system to deliver 900M+ daily messages, boosting daily user engagement by 5% across our platform through reliable, timely alerts.

## Projects

### Review Intelligence (Python, Independent)

*Designed and implemented an AI-powered program in Python that automated app store review management for my company, increasing our app rating from 2.2 to 4.4 on the Apple app store.*

## Education

### University of Alabama

B.S., Finance & Computer Science

Tuscaloosa, AL

May 2018

## Additional Information

**Certificates** Product School Product Manager & Product Lead, UC Berkeley Haas School of Business Product Management certificate, Harvard Business School Online Entrepreneurship Essentials

**Tools:** Figma, Google Analytics, Mixpanel, Heap, Monday.com, SurveyMonkey, Cursor, Google Workspace suite

**Skills:** Cross-functional collaboration, Data Visualization, Product Strategy, User Research, SQL, Python