

Hunter Brodie Helms

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Experience

FIXD Automotive

Product Manager, Premium & CarRx

Remote

June 2022 – Present

Associate Product Manager, Premium Team

May 2022 – May 2023

- Led the creation of an in-app AI repair assistant, boosting daily engagement and subsequently increased our yearly revenue retention by 6%.
- Directed a B2B product that achieved \$1MM ARR, generating value for 450+ franchise car dealerships through product enhancements and customer alignment.
- Identified and remedied gaps in our premium renewal flow, driving a 3% increase in revenue retention.
- Implemented AI integrations into our flagship product, reducing our monthly vendor costs by \$50K.

LinkedIn

San Francisco, CA

Technical Program Manager, Consumer Engineering Team

August 2018 – March 2021

Technical Program Manager, Intern

May 2017 – August 2021

- Steered the program development of Project Honeycomb, enhancing LinkedIn's push notification system to deliver 900+ million daily messages, amplifying user engagement through reliable and timely alerts.
- Drove the development and launch of the "Open-to" feature, crafting a user-centric tool that boosted job application activity on the platform by 3%, enhancing usability and core engagement metrics.
- Orchestrated the "DependIn" project, implementing infrastructure that streamlined developer dependencies and notably cut planning time by 30%, boosting organizational efficiency and accelerating product delivery timelines.

Projects

Travel Lad

App Stores

Generative AI Travel Application

September 2023

- Founded and successfully launched "Travel Lad," leveraging Adalo's no-code platform to swiftly transform a visionary travel app concept into a tangible, user-friendly mobile application.
- Led the incorporation of GPT and DALL·E into "Travel Lad" to enable the creation of adaptive, hyper-personalized travel guides.
- Developed and launched a paid subscription business model, strategically offsetting AI costs and delivering revenue from launch.

Education

UNIVERSITY OF ALABAMA

Tuscaloosa, AL

Bachelor of Science in Commerce & Business

August 2018

Major in Finance, Minor in Computer Science

Leadership & Activities

Phi Delta Theta

Tuscaloosa, AL

Apparel Manager

August 2016 – December 2017

- Worked with suppliers to develop a contract that saves the organization 10% on weekly orders.
- Grew our apparel sales by 25% resulting in more charitable opportunities for the organization.

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, Jira, Google Analytics, Mixpanel, Heap, Monday.com, SurveyMonkey, Flutterflow, Adalo

Skills: Product Road Mapping, Growth Strategies, Product Strategy, Market Research, Product Development