

# Zachery Stradley

## Senior Product Analyst

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### PROFESSIONAL SUMMARY

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Analytical and dynamic professional with 9+ years of experience in product analysis, bridging the gap between technical development and end-user requirements. Specializes in transforming fragmented product, escalation, and operational datasets into structured reporting frameworks and strategic insights. Hands-on expertise in SQL, dashboard architecture, root cause analysis, and executive reporting. Experienced supporting large-scale SaaS workflow automation and HR and payroll systems, with a track record of providing the analytical foundation for major product investment decisions.

### EXPERIENCE

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**Paylocity** · Remote · Gresham, OR · 2016 to 2025

#### Associate Product Manager

*Aug 2023 to Nov 2025*

- Took on full PM responsibilities for multiple engineering teams while retaining complete ownership of analytics, SQL investigation, and executive reporting.
- Provided data analysis and product insights that directly supported the Workflows roadmap across automation, approval workflows, people management workflows, and roles-based permissions initiatives.
- Supplied the Senior PM with telemetry analysis, usage data, and customer feedback synthesis used to prioritize high-impact initiatives and reduce support contact volume.
- Collaborated with the product team to write and contribute to 19 epics for new Workflows features in under a month, contributing to a 10x increase in monthly active users.
- Analyzed Salesforce case data daily to identify systemic bugs affecting the most users, partnered directly with engineers to recreate issues in sandbox environments using Datadog, and ensured the highest-impact defects made it into sprints.
- Served as the bridge between customer escalations and engineering, translating real-world defect patterns into actionable sprint priorities across a platform serving 40K+ clients and 6M+ end users.

#### Senior Product Analyst

*May 2022 to Aug 2023*

- Architected and built executive-level dashboard ecosystem from scratch across Pendo, Salesforce, and Power BI.
- Wrote complex SQL queries to extract, join, and transform large multi-table datasets into unified Monthly and Quarterly Business Reviews for Director and VP leadership.
- Delivered the analytical foundation for the Workflows product team, providing usage patterns, escalation trends, and backlog health data that informed roadmap decisions across automation and approval workflow enhancements.
- Led deep-dive analysis of product telemetry and legacy architecture limitations that built the business case for a complete rebuild of the flagship Workflows platform.
- Collaborated with Data Engineering to support development of customizable, dynamic compliance reports.
- Designed standardized bug reproduction protocols to reduce mean time to resolution (MTTR) for the engineering team.

- Re-engineered support workflows using usage trend and escalation pattern data, resolving historical ticket backlogs.

### Implementation Support Analyst

*Feb 2021 to May 2022*

- Led technical troubleshooting post-deployment and documented complex system behaviors, edge scenarios, and system dynamics.
- Established root cause resolution processes that reduced recurring technical debt and ongoing support burdens.
- Provided strategic guidance on infrastructure upgrades to improve long-term platform stability.

### Technical Support Specialist

*Jun 2018 to Feb 2021*

- Resolved complex HR system bottlenecks and data discrepancies for enterprise clients using advanced SQL to audit large datasets.
- Pinpointed root causes of data inconsistencies and distilled findings into high-quality reproduction steps to accelerate engineering escalations.
- Directly reduced technical resolution cycle times and operational downtime across the client base.

### Account Manager III

*Oct 2016 to Jun 2018*

- Managed a portfolio of mid-market clients as primary contact for platform adoption, issue resolution, and product guidance.
- Translated client business workflows and operational needs into actionable product feedback and escalation insights.

## PRIOR EXPERIENCE

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### Customer Service Representative · SUEZ (via Adecco Group)

*Feb 2015 to Oct 2016*

Handled new client orders, billing inquiries, payment plans, collections, and leak adjustment credits for a utility provider.

### Customer Service Representative · Roto-Rooter Plumbing and Drain Service

*Sep 2014 to Nov 2014*

Managed inbound orders across 5 states and handled overnight dispatch responsibilities.

### Customer Service Representative · Citi

*Jun 2013 to Jun 2014*

Supported Best Buy and Sears Mastercard holders with account inquiries and issue resolution.

### Technical Support · Teleperformance

*Apr 2013 to Jun 2013*

Provided technical support for iOS products.

### Technical Support · WDS, A Xerox Company

*2012 to 2013*

Delivered technical and billing support for Verizon customers.

## SKILLS & TOOLS

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**Analytics & Data:** SQL, Python, Power BI, Pendo, Google Analytics, Excel

**Product:** Product analysis, backlog management, user story development, MVP launches, roadmap planning

**Reporting:** Executive dashboards, MBR/QBR frameworks, Confluence, Salesforce

**Methods:** Root cause analysis, data investigation, workflow automation, cross-functional collaboration

**Certifications:** SQL Certification – Codecademy · Python Certification – Codecademy