Andrew Schauer

Los Angeles, CA | 213-840-7168 | diablopop@gmail.com
linkedin.com/in/andrewschauer | pinegiant.com

For this application: I built a site that includes a product concept and speaks to Claude Code's potential.

https://hello-anthropic-andrew.vercel.app/

Summary

Product Manager with 10+ years of experience driving growth across B2C digital channels. Proven success in acquisition and funnel optimization through A/B testing and data-driven iteration. Builds collaborative, cross-functional teams that balance rapid experimentation with deliberate, user-centered development. Active Claude Code user with firsthand experience building AI-assisted workflows and experiences.

Experience

Director of Product | Dentsply Sirona (SureSmile)

Mar 2025 – Jan 2026 | Remote

Directed product, design, and engineering teams for the SureSmile consumer and provider web experiences, driving acquisition and engagement for a dental aligners brand competing against market-dominant Invisalign.

- Led cross-functional effort to redesgn and rebuild the brand website from discovery to deployment in 3 months, resulting in a **6x increase** in high-value doctor leads
- Coordinated content, design, data, and engineering workstreams to satisfy complex regulatory and business requirements while delivering intuitive user experiences
- Achieved secondary metrics: 10% drop in bounce rate, 70% increase in homepage engagement, 30% increase in users reaching the Doctor Locator

Director of Product, Growth | Byte

Aug 2022 – Mar 2025 | Los Angeles, CA (Hybrid)

Owned growth strategy and execution for a DTC clear aligner company with over 1 million monthly unique visitors. Drove user acquisition and conversion optimization through cross-functional collaboration with engineering, design, analytics, and marketing.

- Delivered **double-digit year-over-year growth** through website optimizations focused on user qualification and conversion
- Improved checkout flow UX, including adding **$10.6M in annual contribution profit** with a single A/B-tested optimization
- Revitalized and completed a stalled website platform migration
- Conducted weekly customer interviews to identify pain points and optimize the purchase funnel
- Managed accessory product catalog through Shopify Plus generating $100K+ revenue per month

Senior Content Strategist | Byte

Aug 2021 – Aug 2022 | Los Angeles, CA

Developed strategy and UX improvements that laid groundwork for a promotion to Director of Product.

- Planned and guided email nurture overhaul that drove a **3% lift in aligner sales**, translating to millions in incremental annual profit

Senior Content Strategist | Phenomenon

Dec 2019 – Aug 2021 | Los Angeles, CA

Led website redesign and content strategy for enterprise clients KB Home and Central Pacific Bank.

- Re-imagined KB Home's purchase funnel, achieving **33% year-over-year increase in digital leads**
- Built Central Pacific Bank's COVID relief fund application experience in 4 days
- Created scalable content systems mapping user needs to purchase stages

Strategy Director / Content Strategist | Wunderman Thompson

May 2015 – Mar 2021 | Los Angeles, CA

Served as Creative Lead for Southern California Edison, guiding teams of designers, copywriters, and UX designers. Helped secure tens of millions in new business through communications strategies and technology roadmaps.

- Developed Help Center strategy to guide 5 million customers through major billing system transition
- Created marketing automation playbook with email open rates reaching 63%
- Led EV rebate campaign spanning social, email, direct mail, and web—achieved **175,000 applications** in five months

Skills

Growth & Optimization: User acquisition, retention, funnel optimization, A/B testing, lifecycle management, KPI development

Product Management: Product strategy, roadmapping, PRDs, OKRs, hypothesis testing, stakeholder alignment, cross-functional leadership, agile/Scrum

Discovery & Research: Customer interviews, continuous discovery, journey mapping, competitive analysis, user research

Tools: Claude Code, Heap, Sprig, Figma, Jira, Contentful CMS, Shopify Plus, Google Workspace, Slack

Education

Bachelor of Arts | The Cooper Union for the Advancement of Science and Art | 1998

Certified Scrum Product Owner (CSPO) | Scrum Alliance | 2022