MARK PROGANO

Sr. Product Manager

Data-Driven, Detail-Oriented,
Problem Solver

EXPERTISE

Product Management	6+ Yrs
Data & Analytics	5+ Yrs
Web Technologies	10+ Yrs

SKILLS

Notable Competencies:
Complete Product Lifecycle,
Hypothesis Testing & Validation
Customer Interviews, Personas,
Roadmapping, Journey Maps,
Data Analysis & Visualization,
Market Research, Digital Marketing,
Design & UX Principles

Analytics & Data Tools:
Google Sheets, Looker, MixPanel,
Python, Pandas, Optimizely, Google
Analytics, Google Tag Manager

Product & Creative Tools:
Figma, Miro, Mural, ProductBoard,
Keynote, InVision, Affinity Designer,
Adobe Suite

Marketing & Organizational Tools:
G Suite Apps, Slack, Intercom,
Salesforce, Mailchimp, Typeform,
Asana, Jira, Linear.app, Airtable,
SCRUM & Agile Methodology

Languages & Syntax:
LookML, SQL (PostgreSQL, MySQL,
RedShift, & BigQuery), APIs, RegEx,
Python, PHP, Javascript, React, Git,
JSON, HTML/CSS

CONTACT

✉ mark@mprogano.com

☎ 203.943.9462

EXPERIENCE

Product Management Mentor
Product School - *Part-Time Contractor*   Jul 2021 – Present

Product Management Education

- Host Group Mentoring Sessions for students four (4) times per week to answer all Product Manager related questions.
- Increased student satisfaction by 22% in Group Mentoring Sessions in the first two (2) months with interviews and introducing empathy.
- Aided the Education Team as an internal PM subject-matter expert helping to outline core skills required to be a Product Manager.

Senior Product Manager
LeaseLock   Aug 2020 – Jun 2021

Lease Insurance for Property Managers

- Increased the company's core data integrity to 99%, an increase of 24%, by cataloging root cases with the data team, tracking issue types, and proposing a restructuring of how certificates were stored.
- Increase processing speed of property disposition to be 85% faster, taking 1-2 days, by productizing the manual process previously used.
- Saved 216 hours a month by creating an internal product to validate and highlight data inconsistencies prior to delivering bordereaux to reinsurance partners
- Increased productivity of the finance team by 20% by working with stakeholders to create self-service data products for financial reporting.

Data Product Consultant
LeaseLock – *Contractor*   Jun 2020 – Aug 2020

- Enabled real-time visibility into metrics for the Sales Team by creating a data product focused on post pilot launch customers.
- Create a source of truth for the Customer Success Team by creating a data product that unified data from multiple property management data sources

Product Manager, Data Platform
Renew Health   May 2019 – Feb 2020

PMB / Modern Medication Management

- 50% increase in Data Science team's productivity by launching a HIPPA-compliant environment, process, and data library products.
- Created initial Product Process Lifecycle and organized company's first product SCRUM team.
- During the company's pivot, I helped to inform the company's core direction with the solo Data Scientist, by working on preliminary PBM research.

MARK PROGANO
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EDUCATION

SEPT. 2011

Bachelors of Science, Internet Marketing
Full Sail University

CERTIFICATIONS

Q3 2021

Product Manager Certification (PMC)
Product School

Q2 2019

Certified Data Analyst – Advanced
Looker

Certified Data Analyst
Looker

PROJECTS

2020 – Present

Community Moderator
Product School

Moderation and re-organization of the Slack group with 105,000+ Product Managers.

2019 – 2021

Founder & App Designer
knowhere

Social app focused on bringing groups of friends together offline.

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EXPERIENCE (CONT.)

Product Manager, Growth — Feb 2019 – May 2019
Renew Health

Modern Medicare Brokerage

- Identified five (5) opportunities that increased marketshare using healthcare datasets and data analysis with team.
- Increased sales by ~6% by visualizing the complete user journey using Looker, conducting A/B testing, and user segmentation.

Principal Product Manager, Growth — Oct 2018 – Jan 2019
Steereo – *Contractor*

Rideshare-Based Music Promotional Platform

- Outlined product strategy and set best practices to enable product growth for the multi-sided SaaS platform (including mobile & desktop).

Co-Founder, Product & Technology — May 2017 – Oct 2018
Actively

AI-Powered Assistant for Managing Fitness Classes

- Launched SMS-based NLP product to premium fitness studios; launch partners saw 84% preference with studio interactions.

Principal Product Manager — Oct 2015 – May 2017

Showcase Sports & Fitness Businesses — formerly SportsLocate

- Quadrupled (4x) our original market potential by strategizing pivot into a SaaS platform and launching two (2) SaaS products.

Co-Founder, Product Strategy — Mar 2015 – Jul 2018
Happen St.

User-First Creative Agency & Startup Studio

Web Engineer & Project Manager — Jan 2010 – Mar 2015
Think Around Corners

Conversion Optimization and Analytics Agency