

# Blake Singleton - CEO/Founder Tramona

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Highly motivated product leader with a passion for learning, iterating, and building impactful products. Proven track record of driving customer outcomes and scaling innovative solutions. Seeking a fast-paced team to apply experience in product development, team leadership, and strategic growth.

## PROFESSIONAL EXPERIENCE

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### TRAMONA

Seattle and San Diego

#### CEO/Founder

2023-Present

- Founded and led a two-sided marketplace, **generating \$200k+** in transaction volume, with **20k+ user signups** and **30k+ properties** listed.
- Led a 6-person engineering team, handling everything from team management to coding in Next.js, product roadmap development, design, marketing, sales, A/B user testing, and direct user feedback collection.
- Transitioned the Eng team to be AI first, using Gemini, locally run LLM's, Cursor, and V0.
- Led all sales outreach and communication with hosts and property management companies.
- Pitched to top-tier Seattle venture capital firms for seed investment
- Collaborated with a top-tier advisor and mentor, the former CEO and founder of a \$3.5B Seattle based company. He helped refine growth and product strategy.

### UNIVERSAL MCCAAN

New York, NY

#### ASSOCIATE- INTEGRATED INVESTMENT

2022-2023

##### Client- American Express

- Supported a **\$500M** media spend for the American Express account as part of a 100+ person team
- Optimized spend through performance analysis and cross-team collaboration.
- Gained exposure to large-scale brand management and corporate stakeholder processes.

### JOHN MCNIEL STUDIO

Berkeley, CA

#### INTERN

Summer 2021

##### Client- Nike and Cisco

- Conducted creative research and contributed to branding projects for Nike and Cisco, focusing on AR/VR.
- Gained hands-on experience with a range of branding and marketing strategies.
- Gained exposure to large-scale brand management and corporate stakeholder processes.

## EDUCATION

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### UNIVERSITY OF OREGON

Eugene, OR

BA Public Relations / Minor Economics

2022

## SKILLS

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Product Management, Product Development, Rapid Prototyping (Figma), Version Control (Git, Github), Software Development, Data Analysis  
Strategic Planning, Sales, Marketing, Customer Discovery, Business Development, Pitching  
Team Leadership, Cross-functional Collaboration, Influencing Stakeholders, Persuasive Communication, Mentoring, Talent Acquisition  
User-Centric Design, Problem Solving, Analytical Reasoning

## CURRENT SIDE PROJECTS

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Tramona AI - Developing an AI-driven marketplace that performs real-world actions, understanding user preferences to book trips directly through chat.

LLM scraping/ Open Source AI- Experimenting with open-source AI applications for real-world use cases.

## PASSIONS

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Brainstorming and building new startup ideas, college football, traveling, spending time with friends and family, music, hanging out with my dogs.