

# ADAM DAIGIAN

Product Manager | Web Project Manager - Available in San Francisco and Los Angeles

adam.daigian@gmail.com  
www.adamdaigian.com  
415.250.2780  
San Francisco, CA



## current

### **Piccee: Product & Growth Advisor (2/13)** **Stealth Dating Startup - San Diego & West LA**

- Work with founding team to build out core product, develop roadmap and implement growth strategy.
- Work on core Piccee products like profile, image search, messages and native mobile app development.
- Implement qualitative and quantitative tools to leverage data to isolate and optimize critical user growth flows.
- Drive projects that will directly increase signups and conversion, engagement and viral coefficient.
- Define and iterate user acquisition strategy while maintaining SEO, SEM and Email efforts.

### **Brighter Collective: Creative PM (9/12-1/13)** **Full Service Digital Agency - West LA**

- Manage all production, resourcing and reporting for the design, UX/UI, and content strategy teams.
- Deliver large projects on time, within budget and to quality. Manage risks, schedule, and QA.
- Communicate with account managers, executives and client stakeholders.
- Oversee and work with multiple managers through full project life-cycle.
- Work directly with UI engineers to efficiently develop and test product design.
- Conduct A/B testing, user testing and make data-driven decisions to enhance conversion rates.

#### **Projects:**

- Red Cameras/Odemax: Web and native iOS saas platform for 4K digital distribution. Improved IA/UX/UI for enterprise customers in distribution and analytics.

### **Djuna Bel & Anais Castaldi, Wardrobe Stylist (Ongoing)** **Commercial Wardrobe Stylists in NY, LA and SF.**

- Help manage budgets of up to 80K for clients like Marlboro, Sony, Pepsi, Hallmark and Verizon.
- Propose strategic business development opportunities, expand network of vendors & independent contractors.
- Prepare for production, create mood boards, hero looks, set designs and props when necessary.

## past

### **Sea•thos Foundation: Founder / Director (10/10-7/12)** **Ocean Awareness with Tech Back Backbone - Venice**

- Product: Microsite, landing pages, interactive social and educational components, content & media production.
- Lean Marketing: produce social messaging campaigns, tracking conversion metrics or audience activation, SEO, SEM, direct email & audience retention.
- Operations: budget, payroll, B2B & B2C relations, logistics, AR/AP and accounting in Excel & QuickBooks.
- Develop and pitch major projects for 2012/13.
- Offline marketing including fundraising collateral, merchandise, high value ambassadors and partnerships.
- Experiential and fundraising events; planning through execution and reporting on metrics to board members.
- Manage high value brand ambassadors & partnerships.

#### **Achievements:**

- Managed development of marine research modeling tool, publication, and product demos; value 360K.
- Concepted, planned and sold interactive, data visualization experience for google earth; value 200K.

### **ASR Ltd: Marketing, PR, Project & Product (5/10-6/12)** **Full Service Marine Consultancy - International**

- Develop marketing collateral for strategic public relations and business development purposes.
- Manage all digital products: software modeling suite.
- Manage numerical modeling suite by planning roadmap, implementing changes, and reporting on progress.
- Manage global public relations and campaigns in the UK, India, US, Indonesia, New Zealand and Australia.
- Research business opportunities in coastal management, privatization and international development.

#### **Achievements:**

- Private Equity: successfully transitioned ASR limited in a 5MM acquisition with a VC firm; now HOV environment.
- Managed modeling software suite upgrade by updating source code, enabled 64bit multithreading, and implemented bug tracking process.
- Developed an education technology campaign with over 250K unique visitors and 1MM+ pageviews.

## about

### **Professional Experience.....(yrs)**

- + Product Manager.....(1-2)
- + Jr. Visual Design UX/UI/IA.....(1-2)
- + Strategy & Content.....(2-3)
- + Project Manager.....(3-4)
- + Marketing, Social, Events.....(4-5)
- + Management & Operations.....(4-5)

### **My Tool Kit**

- + Adobe CS (PS / AI / FW / ID)
- + HTML / CSS / JQ / JS / CMS
- + Agile / Scrum / Lean / Waterfall
- + Mixpanel / Woopra / Goog Analytics
- + Bootstrap / Wordpress / XCODE
- + MS Excel / Project / Office Suite
- + Video / Digital Production

### **Education**

UCSC BA 2007, Politics & HAVC  
SF State, Music Biz & Recording Arts  
Code Academy, Basics & JS

### **References**

Linnea Gibson Stalberg (Seathos)  
VP Experiential, Buzz Media

Jason Weiss (Seathos)  
Sr. Vice President, Jump Jet

### **Personal Interests**

- + Surfing and athletics
- + Fashion / Styling / Production
- + Design (Interior) & Fabrication
- + Digital & 35mm Photography
- + Music Production and DJing

### **Fun Facts**

- + Quora answer in best of '10-'12
- + Surfed 30 foot waves (yea bra!)
- + Played live music to large crowds