ALEXANDER J. PIERONI

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EDUCATION

Duke University, Trinity College of Arts & Sciences   **May 2025**
B.A., Interdisciplinary Major in Computer Science and Linguistics, B.A., Classical Languages   *Durham, NC*
Double Major (3.95/4.0 GPA)

- **Relevant Coursework:** Product Management, Design and Analysis of Algorithms, Data Structures, Machine Learning, Discrete Math, Database Systems, Computational Language, Customer Empathy/Brand Design, Freedom and the Market

WORK EXPERIENCE

The Walt Disney Company – Disney Streaming (Disney+, Hulu, ESPN+)   **May 2024 – Present**
Product Management Intern, Monetization Pathways for Account Sharing   *Santa Monica, CA*

- Defines scope for strategic monetization pathways of streaming account "Borrowers" to increase the average revenue generated from each user and unlock a multi-billion dollar (~30%) revenue growth opportunity through FY 2027.
- Executed launch for Hong Kong, New Zealand, Italy, and Sweden markets, conducting A/B testing on ~800K Borrowers to optimize household detection and enforcement, setting the stage for a phased global rollout for 54M Borrowers by Q1 2025.
- Authors product requirement documents (PRDs), determining the capabilities and limits of the "Extra Member" pathway, and designing an eligibility matrix for the features across wholesale partners and direct-to-consumer subscription bundles.
- Writes experimentation briefs for A/A and A/B testing to guide user experience improvements for the "Create Your Own Subscription" pathway, aiming to increase Borrower conversion rates by at least ~35%.
- Presents product roadmaps to C-suite stakeholders on mission-critical launches to hit revenue and engagement KPIs.

Out in Tech   **February 2024 – Present**
Program Management Intern, Community Engagement and Impact   *Remote*

- Drives global membership for Out in Tech's ~60,000 members, leading to a 16.1% membership increase year-to-date.
- Designs a holistic data dashboard via Hubspot and Eventbrite APIs for staff and 200+ volunteers to effectively track and optimize member engagement, focusing on scaling chapters such as Amsterdam, London, San Francisco, and New York.
- Collaborates with 95 corporate and other partners to sponsor and elevate Out in Tech event programming and offerings.

Duke Innovation Co-Lab Makerspace   **August 2023 – Present**
Software Engineer and Instructor   *Durham, NC*

- Spearheads the development and instruction of an original curriculum, *Building Web Solutions,* teaching full-stack development and software prototyping; fully-enrolled course with 18 students (seven on the waitlist) in Fall 2024.
- Builds full-stack applications (Next.js, Rails, React, Docker) and provides development support for students of all levels.
- Developed an interactive Javascript game where users combine over 135 items to explore crafting trees, helping students learn about and engage with Duke's Co-Lab resources through gamification and hands-on exploration.

PackagePal – Campus Mail Services, Duke University   **May 2023 – May 2024**
Software Engineer and Product Manager   *Durham, NC*

- Created *PackagePal*, a mail package logistics system that handles the processing and distribution of 150,000+ packages annually for 8,000 Duke undergraduates, eliminating the need for students to wait in line via Scheduled Pickups.
- Scoped feature needs and product requirements with primary stakeholders, including Microsoft and Campus Mail Services.
- Supervised and revised the product's features and functionality through the pilot program with ~100 users in the 2023-2024 academic year, incorporating feedback and UX enhancements, setting up *PackagePal* for launch in August 2024.
- Led React frontend development, prioritizing reusable components, enabling a cross-device user experience, and building functionality for Line Status Indicators and Universal Messaging.

ADDITIONAL SKILLS

- Code: Next.js, React, React Native, Java, Javascript, R, Python, Ruby/Ruby on Rails, HTML/CSS, PostgreSQL, SQL
- Other: Jira, Airtable, Docker, Metashape, ArcGIS, Photogrammetry
- Languages: Italian, Ancient Greek, Latin