

Anthony Saltarelli

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PROFESSIONAL EXPERIENCE

SageSpot, New York, NY

March 2022 — Present

Lead Product Manager

- Defined, executed, and iterated product strategy in collaboration with CEO, CTO, and broader team
- Launched several key Creator tools including Subscriptions, Livestreams, Libraries, and Engage Forums
- Increased member account creation rate by 44% and subscription rate by 60%
- De-risked new feature work by creating dozens of wireframes and prototypes to test with user panel
- Decreased time to production for new features by 2-3x by religiously prioritizing MVP functionality
- Built out analytics eventing and dashboards to track user behavior, KPIs, and inform product decisions
- Created automated re-engagement email campaigns, leading to a 38% increase in users posting content
- Interviewed users to explore problem & opportunity spaces, leading to more impactful product solutions
- Delivered monthly product roadmap report citing metric changes, wins, and new problems to tackle

Squarespace, New York, NY

June 2020 — March 2022

Senior Product Manager, Commerce (September 2021 - March 2022)

Product Manager, Commerce (June 2020 - September 2021)

- Launched and executed our product strategy for Squarespace Scheduling, the first standalone product offering on SQSP outside of their flagship Website product, after SQSP acquired Acuity Scheduling
- Increased YoY trial to subscription rate of Scheduling by 47% by A/B testing multiple UX improvements
- Expanded the Squarespace Scheduling product offering by introducing Invoicing functionality
- Updated Payment Settings, leading to 130% increase in Payment Processor connections & \$1.2MM+ ARR
- Conducted user research to better understand user problems, validate, and de-risk product solutions
- Built out Enterprise Scheduling, leading to 15+ new Enterprise contracts, increased Enterprise ARR by 5x
- Maintained strategic partner relationships with Meta, Twilio, Square, and other vendors

SeatGeek, New York, NY

June 2018 — April 2020

Associate Product Manager, Mobile

- Led planning and development of various features and experiments in the iOS and Android apps focused on event discovery, core shopping funnel, and checkout that increased checkout conversion by 19% YoY
- Created and managed the mobile product roadmap in collaboration with engineering leads
- Defined and built out a native sharing strategy that increased event shares by 132% YoY
- Introduced in-app rating feature that increased SeatGeek's Android Play Store rating from 3.7 to 4.6 stars
- Reduced mobile customer support inquiries by 44% by shipping native customer support workflow
- Defined KPIs and set up various analytics dashboards to track overall product health and feature usage
- Designed wireframes and created prototypes for 40+ consumer and enterprise features

Stand Up Tech, LLC

February 2015 — May 2018

Founder & Engineer

- Developed Stand Up For Change, an iOS App to empower users to engage in political process and The Networking Assistant, a CRM platform to organize contacts and interactions, acquired 4,000+ users
- Developed Chin Up!, a positive social media iOS App which had 6,000+ downloads & 45,000+ user posts

SKILLS

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| • Figma, Sketch, Invision | • Maze, UserTesting | • A/B Testing & Analysis |
| • Amplitude, Google Analytics | • Jira, Github, Airtable | • SQL, Python |

EDUCATION

College of the Holy Cross, Worcester, MA

Bachelor of Arts, Computer Science, GPA: 3.25

Student Government, Campus Activities Board, Resident Assistant, Orientation Leader