

Brian Jordan

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Senior Product Manager

Experienced Product Manager with 8+ years of success driving product strategy and delivering impactful user experiences. A passionate and empathetic leader who combines strategic thinking with a data driven, detail oriented approach to solve complex problems. Proven track record in leading cross-functional teams through the full product development lifecycle, from ideation to go-to-market execution, consistently delivering value for both users and the business.

Areas of Expertise

Product research | Roadmap planning | Go-to-market Strategy | Data analytics | A/B Testing | Competitive analysis | User Acquisition | Product design thinking | Stakeholder communication | Cross-functional collaboration | Agile Project Management

Professional Experience

Altice USA, New York, NY

August 2023 – Present

Senior Product Manager

Defined long-term product vision and strategy for Altice USA's News 12 division, supporting both consumer-facing platforms and content delivery tools serving 5M+ monthly active users across web, mobile apps and connected TV devices.

- Drove product development lifecycle from ideation to hypothesis to launch. Collaborating with cross-functional teams to define requirements, user research, design, testing and post-launch iteration.
- Developed and optimized multi-channel messaging platforms (push notifications, email), increasing push notification opt-in rates by 27% through personalized user flows based on relevant user data and behavior.
- Boosted user retention by 23% YoY and raised iOS App Store rating to 4.8/5 (14% YoY gain) by acting on high impact user feedback.
- Achieved a 34% year-over-year increase in programmatic advertising revenue through the modernization of the ad taxonomy and the successful launch of a new mobile app UI/UX experience.
- Increased daily article output by 15% through integration of generative AI tools and automation, streamlining content creation and publishing workflows.

Amazon.com, Inc., New York, NY

April 2022 – April 2023

Senior Technical Product Manager

Product Manager for a data processing and data annotation testing platform at Amazon to support AI/ML, and NLP initiatives. Oversaw end-to-end development lifecycle and owned product roadmap for platform used to test and improve Search relevance and recommendations for Amazon customers.

- Launched a modern data labeling platform to test and improve search recommendations on Amazon.com. Successfully onboarded a workforce of 1,000 plus internal users to the new platform.

iHeartMedia, Inc., New York, NY

August 2021 – April 2022

Senior Product Manager

Spearhead discovery, research, and development for IHeartMedia Connected TVs apps for a consumer base of 2 million monthly active users. Owned the product roadmap and scope of new product features or opportunities based on user data, market changes, and competitive analysis.

- Increased active user listening time by 18% by introducing personalized content recommendations for users across music, news and sports content.
- Drove increases in monthly engagement and revenue by launching iHeartRadio's new 'Soundscapes' experience on connected TV apps, leading the initiative from concept to launch.
- Improved account signup rates by 8% for iHeartMedia paid accounts through the implementation of contextual in-app messaging campaigns on CTV applications.

Paramount, New York, NY

November 2019 – August 2021

Product Manager

Product management for CBS News' direct-to-consumer platforms, serving an audience of 10 million across web, mobile apps, and connected TV, with a focus on driving user retention and acquisition.

- Developed and executed a targeted push notification strategy. Enhancing user onboarding, personalization, and segmentation which drove a 20% increase in open rates and reduced monthly operational costs. Validated results by testing hypotheses through A/B test.
- Restructured content taxonomy, reducing time to publish for editorial teams by 30% and launching a new mobile app experience utilizing new API endpoints .

AMC Networks, New York, NY

May 2017 – November 2019

Product Owner

Acted as the Product Lead on a Scrum team focusing on developing consumer-facing features across platforms including amc+ subscription service, all with the focus of driving user engagement and acquisition.

- Collaborated with engineering, UI/UX design teams, and marketing teams to successfully launch the Minimum Viable Product (MVP) of AMC+ across CTV, web, and mobile application platforms, achieving over one million paid subscribers within the first year of product launch.
- Reduced the user cart abandonment rate by 34% on CTV applications through the implementation of a new checkout flow, enabling users to finalize purchases via their mobile devices.

Education

Bachelor of Science in Integrated Neuroscience, 2013

SUNY Binghamton University, Binghamton, NY

Certified Scrum Product Owner, 2019

Scrum Alliance, New York, NY

Technical Skills & Tooling

- **Project Management:** Atlassian tools, Jira, Asana, Smartsheet, Aha, Trello
- **Development:** JavaScript, HTML/CSS, API development, Content management, Content delivery, Generative A.I.
- **Design:** Wireframing, Sketch, Storyboarding, UserTesting, Invision, Figma, Journey maps
- **Methodology & Tools:** Agile, Scrum, Kanban, User story writing, Story sizing, Project planning, A/B testing
- **Analysis & Analytics:** SQL, Adobe analytics, Google analytics, Optimizely, Tableau, Looker, Excel, Amplitude
- **Consumer Platforms:** iOS, Android, Amazon Fire TV, Roku, Apple TV (tvOS), Tizen, LG WebOS, Vizio, Android TV