


# Brandon Hresko

📞 (410) 375-1535    📧 brandonhresko    📧 brandonhresko@gmail.com

## PROFESSIONAL SUMMARY

I'm a Technical Product Manager with full-stack development and marketing skills, backed by 2+ years of experience across music tech, e-commerce, and consumer goods. I transitioned to software to explore my passion for technology while retaining my marketing expertise. I'm now seeking opportunities outside the music industry to apply my diverse skill set. My goal is to leverage my unique blend of technical, product, and marketing skills to solve complex problems. I'm open to relocation.

## EXPERIENCE

Soundsteer 

Boston, MA

### Product Manager & Full-Stack Engineer

June 2023 - Present

*Soundsteer is an AI-powered SaaS platform in the music tech space that I co-founded.*

- Led product strategy and roadmap definition, delivering 4 major releases over 6 months.
- Interviewed 50+ artists through in-depth discussions during MVP development, identifying key pain points to refine core product features and marketing strategy.
- Conducted 20+ product demos to record labels and managers, facilitated onboarding, and leveraged feedback to refine product roadmap and prioritize features.
- Managed agile backlog, sprints, and documentation in Notion, streamlining product development.
- Engineered a personalized AI agent using Python, LangChain, and FastAPI, implementing custom tools and optimizing prompts to achieve a 65% higher success rate in task completion.
- Developed 5 critical microservices using Node.js and Express, optimized deployment via Docker and GCP, reducing response times by 20% and lowering infrastructure costs by 30%.
- Collaborate with co-engineer in Figma to implement React components for the AI agent interface, simplifying user experience.
- Develop database integrity functions using PostgreSQL, ensuring data consistency and improving system reliability.

SharkNinja

Boston, MA

### Product Marketing Co-op

July - December 2021

*SharkNinja is a top-rated home appliance company.*

- Assisted two brand managers in separate product categories resulting in combined category growth of \$100M YoY.
- Monitored product launches on 7 online retailers and A/B tested marketing materials, increasing conversion rates by 25%.
- Managed creation of 100+ marketing assets, reducing product packaging time-to-market by 15% and accelerating launch cycles.
- Collaborated extensively with multiple cross-functional teams to ensure the timely completion of project deliverables.
- Analyzed consumer research data to continually optimize story elements for core products in post-development stages.

AKUA

Boston, MA

### Marketing Intern

January - June 2021

*AKUA is an alternative meat start-up with an emphasis on sustainability.*

- Led efforts to redesign Amazon storefront brand page and launched product ads, resulting in a 250% MoM increase in sales.
- Developed key relationships with high-value partners, improving retention through monthly relationship-building efforts.
- Tracked sales progress of over \$20K from 50+ retailers on a monthly basis to report on portfolio growth opportunities.

## EDUCATION

Northeastern University, D'Amore-McKim School of Business

*Bachelor of Science Degree in Business Administration, 2022*

Honors: *cum laude*

## SKILLS

**Languages:** JavaScript, Python, HTML/CSS

**Frameworks:** Node.js, Express, React, FastAPI, LangChain

**Databases/Cloud:** Supabase, Docker, GCP, Vercel

**Tools:** Notion, Figma, Canva, PostHog, Klaviyo, iMovie, LangSmith, Stripe