

# Jerry Brown

(708) 446-9177 | brownjer3@gmail.com

## EXPERIENCE

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STICKK Brooklyn, NY  
*Product Manager* July 2018 – Present

- Manage product lifecycle of B2B and B2C platforms (web, iOS, and Android); including engaging with users and clients to identify needs, defining technical specs, planning development sprints, organizing production releases, and monitoring end user feedback
- Serve as the central resource for design, development, QA, legal, marketing, and sales as products move to production
- Created new revenue stream by identifying need for and mapping out the development of a fully self-serve SaaS offering
- Increased team-wide access to user behavior data by building out an internal data dashboard to track key platform metrics
- Collaborated with multiple clients ranging from Fortune 500 companies to municipalities to ensure the delivery of high-quality, customized wellness solutions on our white-labeled B2B platform

*Associate Product Manager* May 2017 – July 2018

- Developed user stories, user flows, and feature requirements—evaluated their potential by analyzing market and customer needs
- Acted as user champion when coordinating product development with stakeholders to align development with business objectives
- Managed the product backlog, worked day-to-day with the product Scrum teams to clarify requirements and recommend alternative approaches to meet design and technical requirements
- Reduced support inquiries by 35% by spearheading efforts and contributing code (HTML/CSS) to re-design a text-only FAQ page into a dynamic Help Center, allowing users to more easily locate information before contacting our support team

MEETUP New York, NY  
*Senior Community Experience Specialist* December 2016 – May 2017

- Specialized as a senior troubleshooter for the Community Experience Team to handle defect escalations, reproduce bugs, file JIRA tickets across multiple products, and negotiated with product teams to prioritize high-impact usability issues
- Troubleshot user-reported issues across all desktop web, mobile web, native iOS app, and native Android app platforms
- Collaborated with product teams to provide steps to reproduce issues and explained the overall impact of each bug on the platform, advocating for the end user throughout the process
- Created internal training resources for the 30+ person Community Experience team to improve troubleshooting efficiency
- Assisted with quality assurance testing the entire Meetup web platform during the company's migration into the cloud

*Community Experience Specialist* September 2014 – December 2016

- Sent over 27,000 support emails to Meetup users to provide technical support across all platforms
- Reviewed thousands of incoming Meetup groups based on the Community Guidelines and monitored trends
- Began troubleshooting for the Community Experience Team as one of three troubleshooters focused on resolving bug reports
- Created and published original Twitter content for the main Meetup handle and provided support on the Meetup support handle

## PROJECTS

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CITY STICKER KEYBOARDS New York, NY  
*Creator & Product Manager* 2016

- From conception to launch, I led a team of four to plan, design, build, and execute on two iOS keyboard applications
- Alongside the launch of iOS 10, converted both applications into iMessage keyboards to provide a more seamless user experience
- Experimented with various marketing efforts, resulting in a feature on the Top Paid list in the Utilities category of the App Store
- Built, launched, and iterated on a website landing page

## EDUCATION

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GRINNELL COLLEGE Grinnell, IA  
*Bachelor of Arts, Economics* May 2014

- Recipient of Conney Kimbo Scholarship for excellence in academics and leadership

## LEADERSHIP

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GRINNELL COLLEGE VARISTYATHLETICS Grinnell, IA  
*Men's Soccer - Captain & Member* August 2010 - May 2014  
*Men's Swimming - Member* October 2010 - May 2014

BOY SCOUTS OF AMERICA Berwyn, IL  
*Eagle Scout* 2000 – 2009

## SKILLS

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- **Digital:** HTML5, CSS3, Adobe Photoshop, Sketch, Zendesk, JIRA
    - Working knowledge of: JavaScript, jQuery, Node.js, SQL, Bootstrap, Solidity, GitHub, Adobe Illustrator
  - **Languages:** Spanish (conversational)