

Simone Brogginì

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SUMMARY

With a proven track record of delivering high-quality audio content for clients in the audiobook and television sectors, I am an experienced project manager with strong skills in problem solving, communication, and data-driven decision making. Passionate about staying on top of industry trends and leveraging data to improve workflows, I am seeking a Product Manager position within the media industry.

EXPERIENCE

International Product Operations Manager

Audible (Amazon)

January 2022 - December 2022, Berlin, Germany

- Conducted user research, documenting workflows and requirements on Jira and Confluence, with over 20 internal stakeholders for the introduction of an internal (B2B) CMS based on Airtable.
- Led user acceptance testing, including the creation of more than 100 UAT test cases on TestRail. Prioritized 3 sets of features for delivery, in collaboration with 12 final users from other teams. Demonstrated product ownership by being the superuser for the development phase.
- Bridged teams with different objectives and aligned them with the north star vision. Drove open communication across 4 teams in the international marketplaces: content acquisition, production, operations, and external stakeholders. Improved customer experience by 37%, resulting in a 2% increase in customer satisfaction.

Production Coordinator

Audible (Amazon)

November 2020 - December 2021, Berlin, Germany

- Defined the roadmap for all 2021 releases, for a total of 600 titles: programmed the release strategy of 80 to 90 titles per month on the Audible.it website.
- Assigned a total of 300 hours per month (budget of €2.5M per year), coordinated the casting of voice actors, narrators and sound artists. Carried out quality control on several titles.
- Built a solid professional relationship with 7 studio production partners; established trust through empathic communication and collaboration with more than 15 external contributors.

Project Manager

WESOUND GmbH

February 2020 - August 2020, Berlin, Germany

- Successfully managed and delivered a €100,000 project to produce audio branding for a large publishing company by liaising between account managers and the production team.
- Leveraged a network of 15 industry professionals from 5 different audio branding agencies to write a master thesis on how music and sound can lift brand experience, receiving a grade of 9.5.
- Conducted an hour-long webinar on 'The Power of Audio Branding' in collaboration with business partner Factory Berlin, with an attendance of 45 marketing professionals and a conversion rate of over 75%.

EDUCATION

Data Analytics Bootcamp (Full-time)

Ironhack • Berlin, Germany • March 2023

Master of Science - MS, Media Management

USI Università della Svizzera italiana • Lugano, Switzerland • 2020

Bachelor of Arts (B.A. Hons.) Music Production & Sound Engineering

Plymouth Marjon University • Plymouth, UK • 2016

SKILLS

Tech Skills: Python (Pandas, NumPy, Plotly & Seaborn, Scikit - Learn), MySQL, Tableau

Tools & Technologies: Jira/Confluence, Airtable, Microsoft Excel / PowerPoint, Figma

Industry Knowledge: Streaming services, Audiobooks / Podcasts, Digital Media, Content Strategy, Digital Products, Product Strategy, Product Management.

Languages: English, German, Italian, Spanish