

Jonathan Ledford

Senior Product Manager

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WORK EXPERIENCE

Partnered Creator

January 2023 – Present

Twitch

Remote

- Built gaming content brand achieving 2,000+ peak concurrent viewers driving creator economy growth through data-driven experimentation and community engagement strategies.
- Executed 25+ content optimization experiments testing stream format, timing, and engagement mechanics, improving average view duration by 15% using A/B testing frameworks.
- Managed creator partnerships with GamerSupps and HelloFresh, developing performance tracking systems that increased affiliate conversion rates by 15% through player behavior analysis.
- Created multi-platform content workflows using custom analytics dashboards, reducing content planning cycles by 20% and scaling digital experiences across platforms.
- Applied product management methodologies to community growth, implementing feedback loops and engagement metrics across Discord and Twitch platforms leveraging competitive esports background.

Product Manager

June 2020 – January 2023

Blitz

Remote

- Led product strategy for gaming performance analytics platform serving 2.5M+ monthly active users across League of Legends and Valorant, driving growth for gaming platforms through cross-functional team leadership.
- Launched 15+ player-facing features including match analysis tools, performance tracking, and educational videos platform, driving a 40% increase in session engagement over 12 months using data-driven experimentation.
- Facilitated Agile development ceremonies across 3 cross-functional teams (15 engineers, 4 designers, 2 data analysts), improving sprint velocity by 25% and reducing bug backlog by 40% through proven Agile expertise.
- Implemented OKR framework and A/B testing infrastructure for gaming platforms, accelerating feature delivery by 30% while maintaining 95% on-time release schedule and scaling digital experiences.
- Collaborated with game data APIs and integrated real-time match data to enhance user experience and increase daily active usage, demonstrating deep gaming industry knowledge and player behavior analysis.

Professional Esports Player

March 2020 – June 2020

Lazarus Esports

Remote

- Competed as part of a top-tier Valorant roster while contributing to team strategy, performance reviews, and public brand presence.
- Competed in top-tier Valorant tournaments, contributing to 3 top-10 finishes and 12% social media growth while supporting strategy, comms, and team visibility across live events.

EDUCATION

Western Governor's University

B.S. in Computer Science

Expected graduation: August 2026

CERTIFICATIONS, SKILLS & INTERESTS

Certifications: Certified ScrumMaster (CSM); Google Project Management Professional Certificate

Product Management: Product Management, Agile & Scrum, Kanban, DevOps Collaboration, Roadmap Planning, Release Management, OKRs & KPIs, Experimentation Frameworks, User Stories & Requirements, Stakeholder Communication, Risk & Change Management, Data-Driven Decision-Making, Community Engagement Strategy, Cross-Functional Collaboration

Gaming & Digital Products: Player Behavior Analysis, Game Analytics, Creator Economy, Esports Strategy, Community Management, LiveOps, Player Retention Strategies, Gaming API Integration

Data & Analytics: Performance Metrics, Conversion Optimization, User Segmentation, Cohort Analysis, Funnel Analysis, Statistical Analysis

Technologies: Jira; Confluence; Trello; Asana; Google Analytics; A/B Testing; SQL (Basic)

Interests: Gaming; Homelabbing; Esports; Dungeons & Dragons; Technology; PC Building; Tinkering