

# Jonathan Ledford

## Product Manager

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**Product Manager & CSM** with 5+ years of success leading Agile teams and delivering impactful digital experiences at scale. Skilled in driving product strategy, conducting user research, and aligning cross-functional teams to launch features that enhance engagement and business outcomes. Proven ability to accelerate velocity, optimize roadmaps, and improve product-market fit through data-informed iteration. Passionate about gaming, technology, and building experiences that resonate with users.

## WORK EXPERIENCE

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### Partner

January 2023 – Present

Twitch, Remote

Operate a personal livestreaming brand while leading content strategy, sponsorship management, and product planning for community engagement tools across multiple platforms.

- Grew livestream brand to 55,000+ monthly messages and 2,000+ peak viewers through strategic content planning, internal tooling, and 25+ A/B tests that improved retention by 15%
- Managed partnerships with brands such as GamerSupps and HelloFresh, driving a 15% boost in conversions through KPI-focused execution and campaign optimization.
- Reduced prep and iteration time by 20% by streamlining workflows and implementing real-time analytics tools to inform roadmap and feature experiments.

### Product Manager

June 2020 – January 2023

Blitz, Remote

Led product strategy and agile delivery for a SaaS platform with 2.5M+ monthly users, leveraging cross-functional collaboration, user feedback loops, and iterative roadmaps to drive engagement and content excellence.

- Directed full product lifecycle for 15+ feature releases, increasing platform engagement by 40% through user-centered design and roadmap prioritization.
- Prioritized and refined backlogs across 3 cross-functional teams, improving sprint throughput by 25% and reducing triage time by 40%.
- Implemented agile workflows and review cycles that cut content production time by 30%, accelerating feature delivery and improving team velocity.
- Led cross-functional alignment with stakeholders from product, engineering, and marketing to ensure 95% on-time release success across major updates.

### 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.

## CERTIFICATIONS & EDUCATION

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

Currently pursuing B.S. in Computer Science at WGU - Expected graduation: August 2026

## SKILLS & INTERESTS

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**Skills:** Agile & Scrum Methodologies (Sprint Planning, Retrospectives, Backlog Refinement, Kanban); Project Management; Roadmap Planning; Stakeholder Communication; Cross-Functional Collaboration; User Stories & Requirements Gathering; Servant Leadership; Go-to-Market Strategy; Risk & Change Management; OKR & KPIs; Data-Driven Decision-Making

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

**Interests:** Gaming; Fitness; Esports; Dungeons & Dragons; Technology; PC Building