

# MAXIM PEKARSKY

pekarsky.maxim@gmail.com • maximpekarsky.com • (646) 243-0371 • github.com/maximforever

## SKILLS

### Product

- JIRA/Confluence
- Looker
- Excel
- Agile development
- Google Analytics
- A/B testing
- People management
- User research

### Technical

- HTML/CSS
- JavaScript (ES6)
- Node + Express
- Vue.js
- Ruby on Rails
- Socket.io
- Firebase
- MongoDB
- SQL

## INTERESTS

- Web development
- Music composition
- Behavioral economics
- Decision theory
- Music discovery systems
- Fencing

## EDUCATION

### BINGHAMTON UNIVERSITY

BS, cum laude, 2012  
Financial Economics,  
Music Composition

## EXPERIENCE

### NYC MAYOR'S OFFICE

New York, NY

#### Product Management Apprentice

Mar 2018 – present

- Lead the ideation, research, and technical development of a metrics dashboard, enabling the team to effectively focus outreach by integrating city poverty data with product use metrics.
- Implement Google Analytics by researching analytics solutions, refining product KPIs, serving as scrum master on development sprints, and building initial metrics reports.

### HACKTERMS.COM

New York, NY

#### Founder

Sep 2017 – present

- Designed, developed, and grew a crowdsourced dictionary of programming terms to 1200+ definitions from 800+ users. (Node/Express, HTML/CSS/JS, MongoDB)
- Created internal metrics dashboard, used data to track and display the most searched and requested terms, leading users to contribute the most in-demand content

### CODECADEMY

New York, NY

#### Product Operations Associate

Dec 2015 – Jul 2017

- Designed, validated, and managed the tutoring experience within the company's first paid product (Pro Intensives), serving 5000 + international users.
- Built and scaled internal systems (content delivery, user feedback, scheduling, communications) enabling 120 remote tutors to teach thousands of students
- Led ideation and development of a user-facing project review feature serving 2000+ paid users: defined MVP feature set, worked with engineering and design to validate, build, and deploy the feature, leading to a 250% increase in cohort NPS.
- Defined and reported on learner support user metrics (NPS, content completion, churn, confidence) using Looker, Excel, and Intercom.
- Grew and managed a team of remote tutors from 35 to 120, managed 2 recruiters.

### INDIEGOGO

New York, NY

#### Manager of Outreach

Mar 2015 – Oct 2015

- Designed and built mass-scale marketing outreach workflow using third-party tools (Zapier, Typeform, Salesforce, AppleScripts) saving the team 5 hours/week.
- Researched, pitched, and managed individual hardware projects throughout the campaign cycle leading to multiple fundraises of \$50,000+, totaling over \$450,000.
- Implemented an email outreach strategy to engage inactive campaigns leading to a 350% increase in dormant campaign activation.

### MAXIRETURN SERVICES

Brooklyn, NY

#### Electronic Health Records Consultant

Mar 2013 – Mar 2015

- Supported medical software integration by provided technical training to doctors during critical patient care in a zero-mistake environment.