

# MAXIM PEKARSKY

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## SKILLS

### Product

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

### Technical

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

## INTERESTS

- Music composition (film music)
- Programming
- Behavioral economics
- Decision theory
- Music discovery systems
- Fencing

## EDUCATION

### BINGHAMTON UNIVERSITY

BS, cum laude, 2012  
Financial Economics,  
Music Composition

## EXPERIENCE

### HACKTERMS.COM

#### Founder

New York, NY

Sep 2017 – present

- Designed, built, and grew a crowdsourced dictionary of coding terms contributors using Node/Express, MongoDB, Handlebars.js and jQuery.
- Grew the site to 400+ definitions from 250+ users. Defined product roadmap, gathered and prioritized user feedback, defined and tracked key metrics.

### CODECADEMY

#### Product Operations Associate

New York, NY

Dec 2015 – Jul 2017

- Built and scaled internal systems enabling 120 remote tutors to teach thousands of paid international users across two paid products. Managed teams of 120+ contractors.
- Owned the development and launched a new user-facing project submission feature serving 2000+ paid users. Collaborated with engineering and design to define, test, build, deploy, and provide support for the feature.
- Collaborated with product and engineering teams to design, test, and develop human support features for Codecademy Pro Intensive – a top-tier paid product. Hired and managed 20+ teachers, program-managed 12 cohorts launches per quarter.
- Defined, tracked, and enforced key success metrics for human support products using Excel, SQL, and Looker (NPS, completion, confidence, demand by language).
- Scaled the Codecademy Advisor team from 40 to 120 and Mentor team from 0 to 20 by sourcing, hiring, and managing contractor teams of programming instructors.

### INDIEGOGO

#### Manager of Outreach

New York, NY

Mar 2015 – Oct 2015

- Researched, identified, pitched, and managed high-quality crowdfunding campaigns totaling over \$450,000 in funds raised on Indiegogo.
- Designed and implemented an outreach strategy to engage inactive campaigns which led to a 350% increase in dormant campaign activation.
- Used third-party tools (Zapier, Apple Scripts, Typeform) to automate account management maintenance, saving the team 5 hours/week.
- Partnered with and guided individual hardware campaigns throughout the campaign cycle leading to fundraises of \$50,000+.

### MAXIRETURN SERVICES

#### Electronic Health Records Consultant

Brooklyn, NY

Mar 2013 – Mar 2015

- Supported electronic health record software integrations across 10+ hospital units.
- Provided on-the-floor immediate technical training to medical staff in 12 - 16 hour shifts during critical patient care in a zero-mistake environment.

## PROJECTS

### TheyGotFit.com

2015 – 2016

I designed and built a platform to share and search before/after progress photos that match a user's fitness goals based on weight & height. *Rails, JS, Bootstrap, PostgreSQL*

### Explorchestra

2009 – 2012

I co-founded and led a 35-piece composers' orchestra that premiered over 75 original pieces. The orchestra has premiered over 150 original pieces to date.