MAXIM PEKARSKY

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SKILLS

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

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

INTERESTS

- Programming
- Film 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 – Sep 2018
- Led the ideation, research, and technical development of a metrics dashboard, enabling the team to analyze 8000+ monthly user surveys against NYC poverty data in order to focus outreach to community-based partners.
- Led Google Analytics implementation: refined product KPIs, performed market research, served as scrum master on development sprints, built initial dashboards.
- Collaborated with department heads to revise daily scrum practice across team.

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)
- Built internal metrics dashboard to track 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
- Scaled and managed daily operations for a team of remote tutors from 35 to 120.
- In partnership with engineering and people teams, designed a three-step interview process to objectively grade and guide 250+ candidates from sourcing to offer stage.
- Personally interviewed 100+ Codecademy tutors on teaching and fundamentals web development concepts in JS, HTML/CSS, Ruby on Rails, and Node.js; trained and supervised two hiring contractors in hiring 60 additional tutors.
- Designed, validated, and managed the learner support and tutoring experience for the company's first monetized product (Pro) serving 5000+ international users.
- Built and scaled internal systems (content delivery, user feedback, scheduling, communications) enabling 120+ remote tutors to teach thousands of students.
- Defined and reported on learner support user metrics (NPS, content completion, churn, confidence) using Looker, Excel, and Intercom.

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.