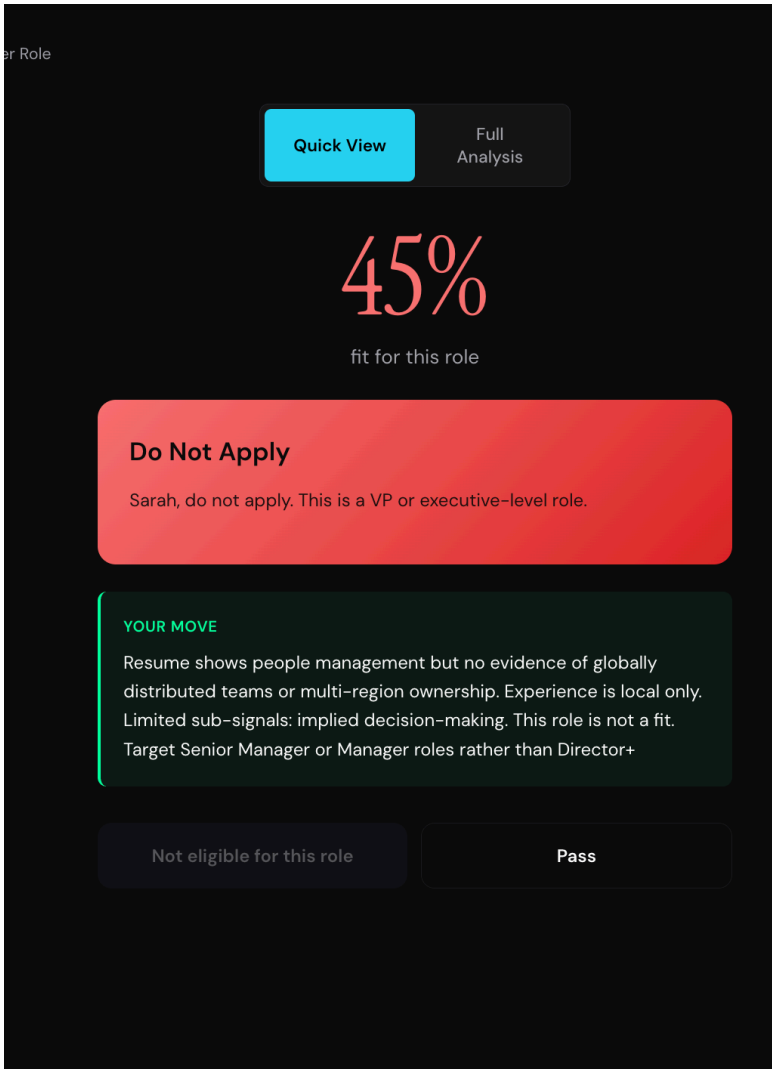
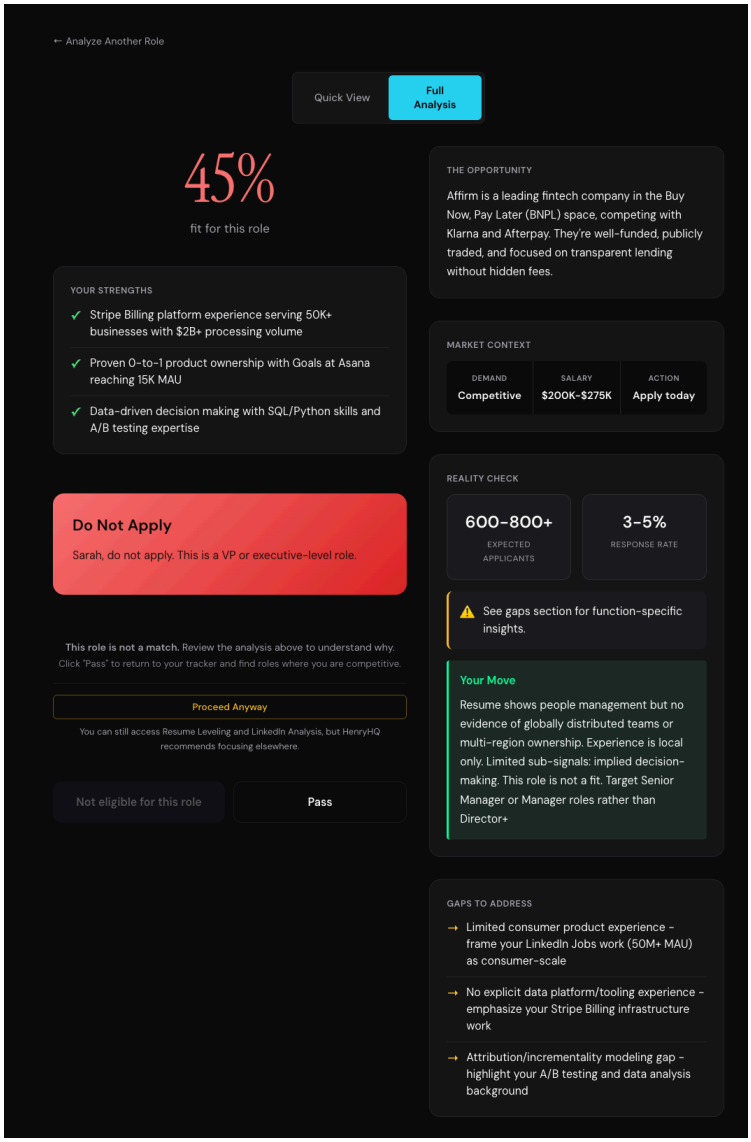
1) Sarah Chen – Senior PM (High performer)

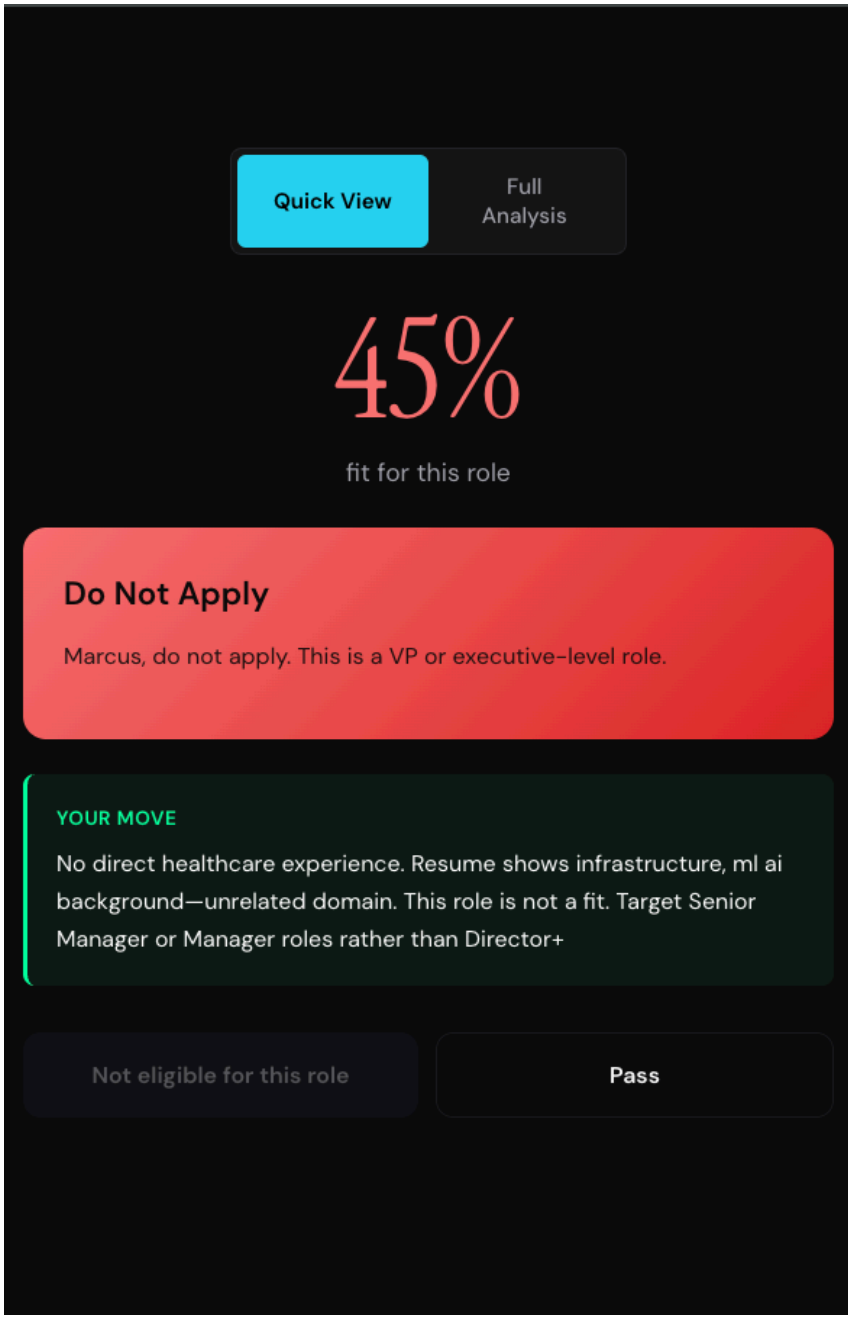
- Job Fit: Apply or Strongly Apply. No caps.
- Resume Leveling: Senior PM, no leadership penalty unless JD requires people mgmt.
- LinkedIn: 80–90 score. Minor polish, not rewrites.
- Red flag if: system nitpicks or invents gaps.




← Analyze Another Role
Quick View
Full Analysis
45%
fit for this role
YOUR STRENGTHS
✓ Stripe Billing platform experience serving 50K+ businesses with $2B+ processing volume
✓ Proven 0-to-1 product ownership with Goals at Asana reaching 15K MAU
✓ Data-driven decision making with SQL/Python skills and A/B testing expertise
Do Not Apply
Sarah, do not apply. This is a VP or executive-level role.
This role is not a match. Review the analysis above to understand why.
Click "Pass" to return to your tracker and find roles where you are competitive.
Proceed Anyway
You can still access Resume Leveling and LinkedIn Analysis, but HenryHQ recommends focusing elsewhere.
Not eligible for this role
Pass
THE OPPORTUNITY
Affirm is a leading fintech company in the Buy Now, Pay Later (BNPL) space, competing with Klarna and Afterpay. They're well-funded, publicly traded, and focused on transparent lending without hidden fees.
MARKET CONTEXT
DEMAND
Competitive
SALARY
$200K-$275K
ACTION
Apply today
REALITY CHECK
600-800+
EXPECTED APPLICANTS
3-5%
RESPONSE RATE
⚠ See gaps section for function-specific insights.
Your Move
Resume shows people management but no evidence of globally distributed teams or multi-region ownership. Experience is local only. Limited sub-signals: implied decision-making. This role is not a fit. Target Senior Manager or Manager roles rather than Director+
GAPS TO ADDRESS
→ Limited consumer product experience - frame your LinkedIn Jobs work (50M+ MAU) as consumer-scale
→ No explicit data platform/tooling experience - emphasize your Stripe Billing infrastructure work
→ Attribution/incrementality modeling gap - highlight your A/B testing and data analysis background

2) Marcus Johnson – Eng Manager

- Job Fit: Apply. Leadership tenure counted correctly.
- Resume Leveling: Manager+ confirmed. Clear people-leadership evidence.
- LinkedIn: Calls out thought leadership gap. Suggests content, not title inflation.
- Red flag if: EM misread as IC or leadership years undercounted.



← Analyze Another Role

Quick View | **Full Analysis**

45%

fit for this role

YOUR STRENGTHS

- ✓ 9 years of engineering experience with 4+ years managing cross-functional teams (backend, infrastructure, platform)
- ✓ Proven scale experience: 150M API requests/day, 100K+ customers, $2.5M cost optimization
- ✓ Strong technical background in distributed systems, performance optimization, and SRE practices

Do Not Apply

Marcus, do not apply. This is a VP or executive-level role.

This role is not a match. Review the analysis above to understand why. Click "Pass" to return to your tracker and find roles where you are competitive.

Proceed Anyway

You can still access Resume Leveling and LinkedIn Analysis, but HenryHQ recommends focusing elsewhere.

Not eligible for this role | Pass

THE OPPORTUNITY

DoorDash is a leading food delivery and logistics platform that has expanded into advertising as a core revenue stream. The company is public, financially stable, and investing heavily in their ads business to help merchants reach customers more effectively.

MARKET CONTEXT

DEMAND	SALARY	ACTION
Competitive	$180K-$250K	Apply today

REALITY CHECK

600-800+	3-5%
EXPECTED APPLICANTS	RESPONSE RATE

Your Move

No direct healthcare experience. Resume shows infrastructure, ml ai background—unrelated domain. This role is not a fit. Target Senior Manager or Manager roles rather than Director+

GAPS TO ADDRESS

- → No direct ads/consumer experience - frame your platform work as supporting customer-facing products
- → Limited mobile engineering management - emphasize your cross-functional collaboration and technical versatility
- → No direct product partnership experience - highlight your stakeholder management and business impact focus

Job Descriptions

Engineering Manager, Ads Consumer Experience

New York, NY

About the Team

Ads is one of the core features of the DoorDash business which helps our customers access and discover the most quality and affordable selection for their needs. The Ads Consumer Experience team plays a crucial role within the Ads organization and is responsible for building mobile and backend components that provide enhanced customization capabilities to optimize the experience for our customers when interacting with Ads on our mobile and web applications. Our mission is to build a useful and delightful consumer experience for discovering local stores and their product offerings through ads.

About the Role

As the Engineering Manager, you will oversee a talented group of engineers from different skill sets, backend, mobile, web and full-stack, collaborating closely with designers, product managers, and sales partners. Your primary responsibility will be driving the successful execution of our product roadmap, ensuring the timely delivery of high-quality, reliable, and robust solutions that meet our high standards of system reliability, customer needs and business objectives. You will be a key player in fostering a collaborative and cross-functional work environment, promoting effective communication and synergy amongst team members. This role is ideal for a strategic thinker with strong leadership skills who can balance technical excellence with business priorities.

You’re excited about this opportunity because you will…

- Drive strategic impact across the organization, playing a key role in shaping the direction of our product development and influencing the company's overall success
- Partner with cross-functional stakeholders to define the roadmap and vision for the team and deliver immense impact
- Lead an outstanding team by coaching engineers, empowering engineers through delegation, and applying your technical expertise to hold your team to the highest engineering standards
- Inspire the team with your technical vision and create the alignment necessary to execute on it
- Scale the team by recruiting, retaining, and developing highly talented engineers across different disciplines

We're excited about you because you have…

- B.S. or M.S. in Computer Science or equivalent
- You have 7+ years of industry experience, including minimum of 2 years of management experience

- You have experience managing product engineering teams with Backend, Frontend Engineers, and mobile engineers.
- You bring in strong product sense and can be a thought partner with cross-functional peers
- You have hands-on experience working with non-technical stakeholders, cross-team collaboration, and building scalable products in a fast-paced environment
- You have the ability to handle ambiguity and work with product and business partners to collect non-technical requirements to design and build scalable experience solutions.
- You have the ability to guide and grow an excellent engineering team in a rapidly changing business environment

Notice to Applicants for Jobs Located in NYC or Remote Jobs Associated With Office in NYC Only
We use Covey as part of our hiring and/or promotional process for jobs in NYC and certain features may qualify it as an AEDT in NYC. As part of the hiring and/or promotion process, we provide Covey with job requirements and candidate submitted applications. We began using Covey Scout for Inbound from August 21, 2023, through December 21, 2023, and resumed using Covey Scout for Inbound again on June 29, 2024.
The Covey tool has been reviewed by an independent auditor. Results of the audit may be viewed here: Covey

Compensation

The successful candidate's starting pay will fall within the pay range listed below and is determined based on job-related factors including, but not limited to, skills, experience, qualifications, work location, and market conditions. Base salary is localized according to an employee's work location. Ranges are market-dependent and may be modified in the future.

In addition to base salary, the compensation for this role includes opportunities for equity grants. Talk to your recruiter for more information.

DoorDash cares about you and your overall well-being. That's why we offer a comprehensive benefits package to all regular employees, which includes a 401(k) plan with employer matching, 16 weeks of paid parental leave, wellness benefits, commuter benefits match, paid time off and paid sick leave in compliance with applicable laws (e.g. Colorado Healthy Families and Workplaces Act). DoorDash also offers medical, dental, and vision benefits, 11 paid holidays, disability and basic life insurance, family-forming assistance, and a mental health program, among others.

To learn more about our benefits, visit our careers page here.

See below for paid time off details:

- **For salaried roles:** flexible paid time off/vacation, plus 80 hours of paid sick time per year.
- **For hourly roles:** vacation accrued at about 1 hour for every 25.97 hours worked (e.g. about 6.7 hours/month if working 40 hours/week; about 3.4 hours/month if working 20 hours/week), and paid sick time accrued at 1 hour for every 30 hours worked (e.g. about 5.8 hours/month if working 40 hours/week; about 2.9 hours/month if working 20 hours/week).

The national base pay range for this position within the United States, including Illinois and Colorado.
$193,800 - $285,000 USD
About DoorDash

At DoorDash, our mission to empower local economies shapes how our team members move quickly, learn, and reiterate in order to make impactful decisions that display empathy for our range of users—from Dashers to merchant partners to consumers. We are a technology and logistics company that started with door-to-door delivery, and we are looking for team members who can help us go from a company that is known for delivering food to a company that people turn to for any and all goods.

DoorDash is growing rapidly and changing constantly, which gives our team members the opportunity to share their unique perspectives, solve new challenges, and own their careers. We're committed to supporting employees' happiness, healthiness, and overall well-being by providing comprehensive benefits and perks including premium healthcare, wellness expense reimbursement, paid parental leave and more.
Our Commitment to Diversity and Inclusion

We're committed to growing and empowering a more inclusive community within our company, industry, and cities. That's why we hire and cultivate diverse teams of people from all backgrounds, experiences, and perspectives. We believe that true innovation happens when everyone has room at the table and the tools, resources, and opportunity to excel.
Statement of Non-Discrimination: In keeping with our beliefs and goals, no employee or applicant will face discrimination or harassment based on: race, color, ancestry, national origin, religion, age, gender, marital/domestic partner status, sexual orientation, gender identity or expression, disability status, or veteran status. Above and beyond discrimination and harassment based on "protected categories," we also strive to prevent other subtler forms of inappropriate behavior (i.e., stereotyping) from ever gaining a foothold in our office. Whether blatant or hidden, barriers to success have no place at DoorDash. We value a diverse workforce – people who identify as women, non-binary or gender non-conforming, LGBTQIA+, American Indian or Native Alaskan, Black or African American, Hispanic or Latinx, Native Hawaiian or Other Pacific Islander, differently-abled, caretakers and parents, and veterans are strongly encouraged to apply. Thank you to the Level Playing Field Institute for this statement of non-discrimination.
Pursuant to the San Francisco Fair Chance Ordinance, Los Angeles Fair Chance Initiative for Hiring Ordinance, and any other state or local hiring regulations, we will

consider for employment any qualified applicant, including those with arrest and conviction records, in a manner consistent with the applicable regulation.
If you need any accommodations, please inform your recruiting contact upon initial connection.

Affirm. Staff Product Manager, Consumer Growth Platform

Remote US

Affirm is reinventing credit to make it more honest and friendly, giving consumers the flexibility to buy now and pay later without any hidden fees or compounding interest.
We are seeking a strategic Product Manager passionate about building solutions that deepen Affirm's understanding of our customers. You will join the Consumer Growth Platform team, responsible for delivering performance growth, transparency, and trust to our users.
In this role, you will define and drive the product strategy for consumer data tooling, segmentation, and attribution. Your work will directly impact how the Consumer Organization engages users, fostering better relationships through improved personalization, relevant touchpoints, and ultimately driving a positive experience between Affirm and the consumer.

What you'll do

- Lead product strategy for Consumer Growth Data systems and platform tools giving internal teams the power and information to make informed decisions, access to Affirm's data, and enabling improved outcomes for consumers and our merchant partners.
- Drive Attribution & Trust by developing reliable tracking, altering, governance, and incrementality models that prove consumer experience is improving and we are achieving true ROI from specific channels.
- Partner with engineering, analytics, and data science to improve data quality, accuracy, and timeliness.
- Define clear OKRs and metrics tying investments into consumer data enable better user engagement, incremental GMV, and user retention

What we look for

- Platform-first mindset: You deeply understand consumers, the aspects of data quality, and the importance of governance plays in compliant data usage.
- Strategic execution: Experience creating clarity in ambiguous spaces, building 0→1 products, and scaling mature systems.
- Analytical rigor: Comfort with funnels, attribution, incrementally, and using data to define customer problems
- Cross-functional leadership: Proven ability to influence and align with engineering, analytics, data science, and partnerships.
- End-to-end product ownership: Track record of shipping complex products with measurable impact on revenue or growth.
- You're the kind of person who cares about getting things done. You have a bias towards action and can effectively navigate obstacles and blockers
- Autonomy: Comfortable driving initiatives independently while collaborating across multiple teams.
- Experience: 5+ years of product management experience, ideally in building data platforms, internal tools, and/or data analytics products.
- This position requires either equivalent practical experience or a Bachelor's degree in a related field

Pay Grade - P
Equity Grade - 13

Employees new to Affirm typically come in at the start of the pay range. Affirm focuses on providing a simple and transparent pay structure which is based on a variety of factors, including location, experience and job-related skills.

Base pay is part of a total compensation package that may include equity rewards, monthly stipends for health, wellness and tech spending, and benefits (including 100% subsidized medical coverage, dental and vision for you and your dependents.)

USA base pay range (CA, WA, NY, NJ, CT) per year: $225,000 - $275,000
USA base pay range (all other U.S. states) per year: $200,000 - $250,000

#LI-Remote
Affirm is proud to be a remote-first company! The majority of our roles are remote and you can work almost anywhere within the country of employment. Affirmers in proximal roles have the flexibility to work remotely, but will occasionally be required to work out of their assigned Affirm office. A limited number of roles remain office-based due to the nature of their job responsibilities.
We're extremely proud to offer competitive benefits that are anchored to our core value of people come first. Some key highlights of our benefits package include:

- Health care coverage - Affirm covers all premiums for all levels of coverage for you and your dependents
- Flexible Spending Wallets - generous stipends for spending on Technology, Food, various Lifestyle needs, and family forming expenses
- Time off - competitive vacation and holiday schedules allowing you to take time off to rest and recharge
- ESPP - An employee stock purchase plan enabling you to buy shares of Affirm at a discount

We believe It's On Us to provide an inclusive interview experience for all, including people with disabilities. We are happy to provide reasonable accommodations to candidates in need of individualized support during the hiring process.
[For U.S. positions that could be performed in Los Angeles or San Francisco] Pursuant to the San Francisco Fair Chance Ordinance and Los Angeles Fair Chance Initiative for Hiring Ordinance, Affirm will consider for employment qualified applicants with arrest and conviction records.
By clicking "Submit Application," you acknowledge that you have read Affirm's Global Candidate Privacy Notice and hereby freely and unambiguously give informed consent to the collection, processing, use, and storage of your personal information as described therein.