



# Jaime Jacob

Chief Product Manager

[Epik.com](https://epik.com)

## Personal Details

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## Core Skills

Customer Service ★★★★★  
Critical Thinking ★★★★★  
Technical Acumen ★★★★★  
UX & Journey ★★★★★  
Business Expertise ★★★★★  
Storytelling ★★★★★  
Problem Solving ★★★★★

## Education

Escola Superior de Música de Lisboa  
*University Degree, Music - Violin*  
2016 – 2020

Escola Artística de Música do  
Conservatório Nacional  
*Music Performance, General - Violin*  
2013 – 2016

Academia de Música de Tavira  
*Violin*  
2011 – 2013

Escola Secundária Dr. Jorge Correia  
*High School Diploma, Art Studies, General*  
2009 – 2012

## Professional Summary

I'm a product creative with a deep love for technology, design and the arts, with a strong experience in Customer Service, Success and Technical Support. Passionate about product optimization and monetization, I drive product and service development, improvement and implementation from a zealous customer-centric perspective, with smart use of modern bespoke tools and data-driven analytics.

With a generalist skillset focusing on Web, Front-end Development & Design (HTML, CSS, Javascript/React, Figma, WordPress, Ghost, Squarespace, Shopify), Domain Names, DNS & Web Hosting, I develop new products by using my business experience, research skills and technical knowledge to identify new opportunities, and my design skills to do storytelling, roadmapping, wireframing and prototyping.

In addition to this, I'm also a classical violinist and a music teacher with a University Degree in Music - Violin Performance, with over a decade of experience in the classical and contemporary music industry.

## Tools & Expertise

Airtable ★★★★★  
WordPress ★★★★★  
Adobe Creative Cloud & Figma ★★★★★  
Slack, Teams & Rocket Chat ★★★★★  
Google Ecosystem ★★★★★  
Jira ★★★★★  
Ghost ★★★★★  
HTML/CSS ★★★★★  
Python ★★★★★  
Javascript ★★★★★

# Professional Experience

## Chief Product Manager

Epik.com

*February 2023 – Present*

As Chief Product Manager, I lead the product and feature development for the Epik Registrar & Hosting products with a focus on global user experience, working with the management team to meet business goals:

- Developed a domain database & pricing matrix, resulting in a domain pricing restructuring affecting over 200 extensions, achieving profitability on all domain products.
- Implemented branding design guidelines and principles across the main website alongside SEO-rich descriptions, product visibility, meta information for improved brand unity and customer conversions.
- Produced designs, concepts and wireframes for a total frontend rebranding, partial client dashboard rework, new email product pages, login flow, email notifications, social media posts & other changes.

## Product Lead - Shared Hosting

Epik.com

*February 2022 – February 2023*

In my dual role as Product Lead, I am responsible for the project management of the new hosting plans for our customer base, working on research, conception, branding, writing and detailing the plans' marketing text and features. In addition to this, I also created tracking databases and KPIs to evaluate the changes and updates. I work directly with the developer and design teams in order to bring updates to production, articulating technical issues and delineating tasks in order to bring the products to production, as well as drive UX & UI enhancements.

## Customer Success Manager

Epik.com

*June 2021 – February 2023*

While providing dedicated technical support to customers, I manage a team of Customer Success Representatives, where I am responsible, together with the Management Team, for the onboarding, training, supporting and evaluating the staff, while monitoring customer interactions in order to keep an elevated standard of quality, identifying problems and solutions to customer issues and product shortcomings:

- Development of the new Customer Help Center, with 30,000 words across 40+ articles on all registrar products, Zendesk support systems, automations and ticket funnels.
- Development of the Customer Success KPIs & Database, tracking and visualizing data such as total customer interaction volume breakdowns, sales, reviews, internal projects, training materials, amongst other resources.
- Development of the Customer Success Internal Documentation, with centralized information such as Team Roster & Calendars, Team Meeting Notes, Submissions, Questions & Product Knowledge information.

## Customer Service Representative

Epik.com

*February 2021 – June 2021*

As a Customer Success Representative, I use my knowledge of the Registrar Products, DNS, Hosting & Web Design/Development to provide general and technical support to customer inquiries via real-time chat, phone or tickets/email. Additional duties included Website Migrations, technical troubleshooting in PHP-based CMS's such as WordPress and PrestaShop, and qualified advice to customers in hosting & domain operations.