

# Jean-Baptiste TRAHIN

Los Angeles, CA · (424) 625-8403 · jb.trahin@gmail.com

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*Consumer web product manager with 2 years' experience. Worked as a business developer before transitioning to product management. Recently moved to the Los Angeles area after obtaining a green card.*

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## Employment

### **Denormalise – Product Manager**

**San Francisco – 11/2013 to 05/2015**

*Denormalise is a website that offers adventure travels to seekers of life-changing experiences.*

- Managed product team of two engineers and implemented product roadmaps using Agile methodologies
- Led project to redesign website using a data-driven approach, which resulted in a 95% increase in monthly unique visitors
- Achieved a 25% increase in conversion rate by rethinking the customer onboarding experience and developing personalization features
- Led the design of new social media features to grow product adoption and showed a 50% increase in newsletter signups
- Initiated the build of a new user checkout experience to reduce customer drop-off

### **The French Tech Hub – Business Development Representative**

**San Francisco – 12/2011 to 11/2013**

*The French Tech Hub is a growth accelerator that helps French technology companies with international expansion.*

- Developed new sales process to qualify, engage and close new startup level business opportunities using Salesforce
- Increased the number of business leads in database by 600%, leading to a 150% total revenue growth
- Conducted lead follow-up, retention calls and service calls through telemarketing and one-on-one meetings
- Built and implemented over 50 targeted emailing campaigns to strengthen the consistency of marketing actions and messages

### **Franklin Templeton Investments – Sales & Marketing Support**

**Paris – 10/2010 to 11/2011**

- Collaborated with Sales & Marketing executives to increase adoption of firm's investment products among institutional clients
- Populated industry databases and company's training tools (Franklin Templeton Academy) with up-to-date inflation and net asset value numbers, volatility and asset class diversification tutorials

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## Select Skillsets & Proficiencies

- Languages : Native French, Fluent English and Basic German
  - Knowledge of HTML5, CSS3 & Javascript; experience with Twitter Bootstrap & JQuery
  - PM tools : Slack, Trello, Evernote, Balsamiq
  - CRM & Analysis tools : Salesforce, Crowdfire, Hootsuite & Tweetdeck, Mailchimp
  - Microsoft Office Proficient and Excel Power User
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## Education

### **Simplon.co**

*Web Developer 6 months online intensive program*

*Currently enrolled*

### **ESAM (European School of Advanced Management), Paris**

*Master's Degree in Finance*

*2011*

### **ESAM (European School of Advanced Management), Paris**

*Bachelor's Degree in Business Administration*

*2009*

### **San Francisco State University; College of Business**

*Study Abroad Exchange Program*

*Spring Semester 2009*