

# John Hodge

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## Experience

### ***Madhive, Product Manager, January 2022 – May 2023***

- Spearheaded cross-functional scrum team to develop and launch a suite of products that managed publisher identities and supply sources, resulting in over a 3x increase in inventory eligible for demand.
- Utilized Reach, Impact, Confidence, Effort (RICE) analysis to prioritize product roadmap, conducting interviews with users and internal stakeholders to gather RICE attributes.
- Formulated a compelling product vision focused on revenue growth through customer insights, established product metrics, and effective product lifecycle management.
- Ensured seamless product launches and feature enhancements with thorough canary testing (long and short), regression tests, and end-to-end tests.

### ***Madhive, Product Solutions Engineer, June 2021 – January 2022***

- Collaborated with engineering teams to launch and iterate on dashboards leveraging Google BigQuery and Looker Studio to track financials, campaign performance, and troubleshoot issues.
- Forged partnerships for programmatic RTB and VAST integrations with external products, resulting in a 20% increase in impressions from Fox connected TV inventory.
- Created ephemeral products for internal stakeholders to safely manage publisher identities while partnering with engineering to develop more comprehensive products.
- Designed a TAG compliant supply partner onboarding process for streamlined execution across teams.

### ***FreeWheel, Client Solutions Engineer, May 2019 – April 2021***

- Gathered requirements and held regular user meetings in the STB VOD programmatic monetization product development, facilitating collaboration between Comcast Effectv, FreeWheel, Verizon, and Adstir.
- Accelerated the launch of Altice's Programmatic Module product, leading to early sales realization.
- Orchestrated initiatives required for major content partner onboarding, including player-side development, content management product integrations, and media sharing capabilities within FreeWheel.

### ***Primitive Digital Agency, Marketing Director, May 2018 – May 2019***

- Managed product development of agency-wide dashboarding systems, and their underlying infrastructure, to monitor performance and identify opportunities for clients based on the performance of similar accounts.
- Partnered with sales and finance to prioritize, scope, and close contracts, providing pricing strategy insights to maximize profitability of new accounts.

### ***Primitive Digital Agency, Media Strategist, January 2017 – May 2018***

- Led cross-functional agile teams of engineers, designers, and copywriters to launch and maintain products for key clients, resulting in a 10% average increase in leads generated per managed account.
- Conducted detailed market research and competitive analysis for new clients, informing A/B testing of campaigns and building product prototypes to differentiate them while adhering to dominant designs.

### ***Hive House Digital Agency, Media Buyer, March 2015 – January 2017***

- Configured conversion tracking infrastructure with engineering to show conversion count and revenue attribution through sales enablement touchpoints and thoughtful CRM administration.
- Empowered external stakeholders with client-facing dashboards to support data-driven decisions, resulting in conversion rates of at least 5%.

## Education

### ***Eastern Michigan University***

***Bachelor of Science (B.S.), Technology Management 2019***