Jacob
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Vitals

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References available upon request

University of Michigan

Graduated April '08 Magna Cum Laude
B.S.E. in Computer Science

Experience

Product Manager, Etsy
June '12 to Present

Overview Worked closely with design, marketing, and engineering to craft compelling experiences focused on user growth.

New Homepage Led the first major redesign of the homepage in 4+ years. Work resulted in a 6% decrease in bounce rate, 4% increase in new user registrations, and 27% increase in brand comprehension.

Buyer Retention Led redesign of email confirmation flow leading to 15% increase in the number of users we can email. Increased marketing email volume by 4x while keeping unsubscription rate and CTR steady.

Seller Tools Gained detailed understanding of Etsy sellers through in person interviews, usability studies, and analysis. Used insight to design features that make it easier for sellers to manage their shops.

Product Manager, Google
August '08 to November '11

Overview Started as Associate Product Manager. Promoted to Product Manager October '10. Led teams across engineering, legal, PR, UX, and sales ranging from five to 30 people across multiple continents.

AdWords Created innovative new method[1] for ad personalization. Complex effort involved developing initial idea, convincing executives to support project, designing user experience, and working with 20 top tier advertisers to launch initial beta.

Ads Quality Increased relevance of search ads on key metric by 25%. Successfully retired three aging large infrastructure systems, and replaced with faster, simpler, smarter alternatives.

Google Earth and Satellite Imagery Increased the rate of imagery updates by 30% while increasing size of updates by 10x.

[1] Patented US8650188 "Retargeting in a search environment". http://google.com/patents/US8650188

Skills

I can write code. JS, C++, HTML/CSS3, and Python.

I can mock up ideas. Sketch, Photoshop, Fireworks and Illustrator.

I understand users and usability. Think like a user and make products they love.

I speak data. Comfortable with R, SQL, hadoop-based big data stacks, and statistical analyses of experiments.

I can manage large, complex teams. History of success with varying sizes, geographies, and work flows.

I can forecast business opportunity. Have experience forecasting revenue and sizing market opportunity.

I make great scrambled eggs. Yum.