

Jacob Schonberg

Vitals

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References available upon request

Experience

Programmer, Hacker School

July '14 to October '14

Overview Attended Hacker School, a three month retreat for programmers. Concentrated on building networked applications in Python and Go.

Product Manager, Etsy

June '12 to June '14

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 a 27% increase in brand comprehension.

Buyer Retention Led development of new email targeting platform that increased marketing email volume by 4x while keeping unsubscribe rate and CTR steady. Work also led to a 15% increase in the number of users we can email.

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

Skills

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

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.

University of Michigan

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

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 5 to 30 people across multiple continents.

AdWords Created innovative new method¹ 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 the size of updates by 10x.

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

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.