

# JEREMY KUTNER

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**Senior Product Manager** with extensive leadership experience and a track record of successful products and innovation. Demonstrated history working with startups and large enterprise in entertainment, two-sided marketplaces, and video. Proven ability to recognize and capitalize on new opportunities resulting in increased growth.

- Driven self-starter
- Focus on innovation and problem solving
- Leader and collaborator
- Advocate for the user

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## Experience

2014 - 2019

### **Sr. Product Manager / Warner Music Group, NY, NY**

*Artist Services, a shared-services team leading global consumer technology and commercial business*

- Generated over \$4mm in direct revenue by leading seven person cross-functional team.
- Cut developer hours by 50% and doubled site visits by architecting successful product roadmap for artist multi-site platform, supporting over 500 sites.
- Generated 3% increase in annual subscriber growth by pioneering new Facebook Messenger marketing strategy.
- Maximized sign-up conversion rates, from 1% to 19%, while slashing testing budget by 80% through internal optimization program.

2019 - 2019 (CONSULTANT)

### **Product / Maker's Row, Brooklyn, NY**

*Marketplace for entrepreneurs to connect with industry experts and service providers*

- Defined and built a brand new, two-sided marketplace. collaborating with CEO.
- Built product in under four months by breaking down product vision into minimum viable products and an achievable product plan.
- Validated product ideas through customer journey mapping, user persona, and other successful brainstorming exercises with the team.
- Built custom data visualizations for ecommerce KPIs using Google Data Studio.

2009 - 2014

### **Interactive & Ecommerce Sr. Project Manager /**

### **Atlantic Records, NY, NY**

*Leading record label of Warner Music Group*

- Drove innovation and fostered positivity by mentoring my team of designers, developers and E-commerce marketers.
- Launched unique marketing campaigns across multiple platforms, including web and native apps, games, eBooks.

- Reduced inefficiencies and cost by introducing new standards for agile methodology, lean, and responsive web practices.

2008 - 2009

## **Project Manager** / Next New Networks, NY, NY

*Internet video startup, acquired by YouTube*

- Increased user engagement and decreased development costs by overhauling custom website platform.
- Delivered a variety of creative marketing and ecommerce projects by collaborating with executive management.

2006 - 2007

## **Producer** / C-SPAN, Washington, DC

- Wrote and copy-edited voice over scripts

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## **Education**

2002-2006

### **B.A. Political Science** / Tulane University, New Orleans, LA

cum laude

### **Product Management Bootcamp** / General Assembly, NY, NY **Agile Project Management** / NYU, Continuing Ed., NY, NY

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## **Technical Capabilities**

### CMS Platforms

- Drupal
- Magento
- Wordpress

### Project Management

- Jira
- Trello
- Slack

### UX Tools

- Figma
- Photoshop
- InVision
- Miro

### Analytics & BI

- Adobe Analytics
- Google Analytics
- Data Studio

### A/B Testing

- VWO
- Optimizely
- Hotjar

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## **Interests**

- Coffee and rock-climbing enthusiast
- Passionate about business, marketing, and technology strategy
- Favorite apps: Slack, Audible, Figma, Miro, Ritual
- A keynote speaker at 2018 Chatbot Summit in Berlin and frequent conference panelist