Jonathan Lovelace

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PROFESSIONAL SUMMARY

Technical Product Manager specializing in **product growth** and **retention scaling** for **2.5M+ MAU platforms**. Fusing **Computer Science** depth with **pro-esports** strategy to architect tools and pipelines that drive measurable player impact.

WORK EXPERIENCE

Founder & Product Lead
Lovelace Digital Media

Jan 2023 – Present
Remote

- **Defined the product vision and operational roadmap** for a digital media brand, establishing standardized quality gates and **production sprints** for a 3-person cross-functional team
- **Architected an end-to-end production pipeline**, utilizing asynchronous feedback loops and standardized workflows to scale content output, eliminate production bottlenecks, and ensure consistent delivery
- **Spearheaded iterative A/B testing** on content packaging (thumbnails, metadata) and core loop retention metrics, scaling audience reach to **10M+ views** and achieving peaks of **2,000+ concurrent daily users**
- **Managed revenue operations** and B2B partner integrations (GamerSupps, HelloFresh), optimizing native advertising conversion funnels to drive a **45% lift in affiliate acquisition**

Product Manager
Blitz.gg

Jun 2020 – Jan 2023
Los Angeles, CA

- **Owned the roadmap** for core educational features serving **2.5M+ MAUs**, utilizing **A/B testing** and user telemetry to prioritize high-impact updates that drove a **15% increase in average session time**
- **Led cross-functional development** of a **high-concurrency crosshair diagnostic tool** from ideation to launch. authored technical PRDs and collaborated with engineering to ensure scalable architecture
- **Architected a scalable delivery pipeline** for 1,000+ digital assets by implementing **Scrum frameworks** across engineering and design pods, eliminating production bottlenecks to reduce SLA turnaround times by **20%** and achieve a **95% on-time sprint completion rate**
- **Built data-informed feedback loops** to iteratively refine product UX, analyzing viewer analytics to identify friction points and ultimately lifting core engagement metrics by **30%**

Professional Esports Athlete
Lazarus Esports

Mar 2020– Jun 2020
Remote

- **Led team strategy and tactical execution** at the highest tier of competitive play, analyzing patch data and game mechanics to adapt to shifting metas and secure a **Top 3 tournament placement**
- **Maintained Radiant status (Top 0.1% of global players)** while leveraging native player empathy to drive a 10% lift in organic viewership
- **Fostered a high-performance team culture** through rigorous VOD reviews and structured feedback, driving a **90% improvement in team win rate**

EDUCATION

Bachelor of Science in Computer Science
Western Governors University
Certificates: Certified ScrumMaster (CSM)

Expected Aug 2027
Millcreek, UT
Scrum Alliance

TECHNICAL SKILLS

Product: Agile/Scrum Methodology, Technical PRD Authoring, Product Roadmapping, A/B Test Design, Lifecycle Management, SLA & Workflow Optimization, Product Growth

Data & Analytics: SQL, Google Analytics, Conversion Rate Optimization (CRO), User Acquisition (UA) Strategy, Creator Telemetry

Technical & Infrastructure: Python, Bash, Git/Version Control, Linux Environments, Relational Databases, API Documentation