



Kalle Moen

Technical Product Manager

Profile

Technical product manager with a design and growth background.

Employment History

Head of Product at Nomadx, Lisbon

July 2018 – December 2019

- Following the exit of a previous product team I was asked to take over product efforts and help Nomadx build a MVP of a web platform
- Within a month I had hired a team and built systems to ship features reliably
- After a crazy 6-month rollercoaster ride we finally got the MVP out the door

Engineering Manager at I Will Teach You To Be Rich, Remote

July 2018 – Present

- Lead all company engineering efforts, managing a team of five
- Responsibilities included:
 - Building all digital assets for 5-10 video courses a year
 - Managing all marketing automation and salesforce
 - Maintaining and improving two blogs with 500,000-800,000 visitors a month

Senior UI/UX designer at I Will Teach You To Be Rich, Remote

July 2018 – November 2018

- Got buy-in, created and implemented a design system company wide which increased the speed and consistency of our work drastically
- Sped up our logo design process from one month down to one week
- Built web products all the way from idea to code (working mostly with HTML/ CSS/JS and frameworks like Foundation and Bootstrap)
- Recruited users and ran usability tests

Optimization Manager at I Will Teach You To Be Rich, Remote

October 2018 – September 2017

- Managed a four-person team of designers and developers responsible for growing key steps of our marketing funnel
- Ran a large scale A/B-testing program that consistently increased key steps of our funnel by 50-100%
- Crafted the hook and built our Earning Potential Quiz, which turned into our highest converting lead magnet to date – increasing yearly leads by +150,000

Details

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Links

www.kallemoen.com

Skills

Python

HTML/CSS

JavaScript

Vue.js

Sketch

Photoshop/Illustrator/InDesign

Languages

Norwegian

English

Co-founder at Kin, Remote

July 2018 – July 2019

- I co-founded a company whose goal was to help co-living spaces and retreats better manage their communities
- After getting early prototypes out the door we quickly gained traction and built an email list of +700 people interested in what we were doing
- Eventually we learned that the market wasn't big enough for the trouble to be worth it, so we decided to abandon the project until the market matures

Growth & Product Consultant at Freelance, Remote

January 2014 – Present

Since the start of my career I've done growth and product consulting on the side. The work includes:

- Managing facebook and google ads (PPC)
- SEO
- Conversion rate optimization
- Photography
- Email marketing
- Copywriting
- Product management

Some of my clients: Gold's Gym, Making Waves, DNO (Det Norwegian Oil company), Aussie Supplements, Polarworks, Altshop.no, Nomadx,

Education

Associate Degree, Kristiania University Collage, Oslo

August 2013 – May 2015

Digital Marketing & Communication

Courses

Management Skills For New Managers, American Management Association

February 2019 – February 2019

References

References available upon request