Marc Geraldez

Product Leader | Los Angeles, CA

Professional Summary

Product Leader and Co-Founder with 10+ years of experience delivering high-growth digital solutions across digital media, edtech and entertainment. Currently co-founding ScholarTrail, a nonprofit edtech organization democratizing access to scholarships without selling student data. Proven track record of using data, experimentation and AI-driven features to accelerate user engagement, retention and revenue. Skilled in leading full product lifecycles, aligning cross-functional teams and launching intuitive, scalable experiences on web and mobile.

Professional Experience

Development Partner

Our Appologies LLC | Los Angeles, CA | August 2025–Present

Our Appologies is a software studio that partners with creators, entrepreneurs and builders to design, build and launch original apps including Out of Pocket: Phone Gone Wild.

- Partnered on product vision and gameplay strategy while leading all iOS development hands-on from concept through App Store release

- Designed and built the SwiftUI app end to end, owning core gameplay systems, gesture detection and overall app architecture

- Implemented multiple game modes including reaction-based play, memory sequences and pass-and-play experiences

- Instrumented analytics across gameplay and gesture outcomes to support tuning, balancing and iteration

- Established monetization foundations and internal tooling to support fast iteration, testing and release readiness

Co-Founder / Product

ScholarTrail | Los Angeles, CA | May 2025–Present

ScholarTrail is a nonprofit edtech organization that matches students to scholarships, without ads or selling their data.

- Co-led product strategy and roadmap as one of three cofounders, shaping onboarding flow, scholarship matching logic and MVP launch priorities

- Built and managed the MVP using Claude Code and Lovable, leveraging AI-assisted development to accelerate launch with limited resources

- Collaborated on launch and growth initiatives including Hotjar surveys, early access campaigns, bootstrapped marketing and a Product Hunt debut

Product Manager

JibJab | Los Angeles, CA | March 2020–May 2025

JibJab is a DTC platform that allows users to create and share personalized videos, Ecards & AI-generated images through a subscription model.

- Launched Starring You AI, an intuitive AI-powered product that generated over 400K user-created packs within the first 6 months, driving increased user engagement and adoption

- Spearheaded the fast-tracked launch of JJ Invites, seamlessly integrating into the initiative midstream and navigating tight timelines to achieve ambitious launch date

- Increased revenue of ReadYourStory by 101% the 1st year and 134% the 2nd year through automating processes that helped scale sales

- Developed and launched Face Org, enabling users to create profiles with key dates, which increased renewal rates by 16% in the first year and 28% in the second year

- Improved app engagement and retention through iterative UI evolution from mixed grid to Netflix-style to full screen vertical explorations

- Enhanced CVR through ASO optimization by focusing on Birthday during non-holidays and leveraging seasonality for holiday periods

- Increased push notification CTR by 30% with personalized vs. non-personalized campaigns

- Created AI prototypes to leverage emerging technology for enhancing existing products and developing new features

Product Manager

Scholly | Los Angeles, CA | August 2018–February 2020

Scholly is a scholarship search platform that helps students find scholarships through intelligent matching.

- Increased revenue by 37% within 12 months through initiatives such as showcasing value prop, introducing free trial concept and strategic price changes

- Improved monthly active users (MAU) KPI by 15% in a year through initiatives that kept users engaged with the product

- Led development efforts for partnerships, growing scholarship and student loan payment awards from $0 to over $200K

Product Manager

StoryBots | Los Angeles, CA | January 2017–July 2018

StoryBots is an award-winning educational children's brand that creates engaging, curriculum-aligned content across digital, video, and interactive platforms.

- Managed internal and remote development teams to release a platform that increased users by 61%, sessions by 65% and pageviews by 51%

- Managed companion apps for Netflix original shows (Ask the StoryBots, StoryBots Super Songs, A StoryBots Christmas) while working on React Native versions for iOS and Android

Product Manager

Evolve Media | Los Angeles, CA | December 2013–January 2017

Evolve Media is a digital media company that owns and operates a portfolio of lifestyle and enthusiast websites, delivering premium content & advertising solutions.

- Managed a rebuild of proprietary ad operations workflow manager by working with cross-functional stakeholders to improve process, user experience and performance

- Upgraded a proprietary rich-media build & deploy creative platform to recoup rich media fees and integrate internal analytics solution for more accurate metrics

- Spearheaded ComingSoon.net's redesign, revamping outdated pages to modern, responsive templates that resulted in 22% increase in pageviews, 18% increase in pages/session and 30% increase in mobile traffic

- Managed local and remote development teams using Scrum and Kanban to deliver daily progress, hit launch deadlines, and meet business goals

Product Manager

Investor's Business Daily | Los Angeles, CA | 2005–2013

Investor's Business Daily is a financial news and research organization providing market analysis, stock research and investment education.

- Spearheaded the redesign and launch of award-winning website that increased pageviews by 50% and grew unique monthly visitors by over 1 million

- Boosted sales revenue by 30-50% through optimizing and increasing ad inventory

- Reduced AdWords costs by 66% while improving conversion rates by 10% through account restructuring and optimization

- Managed IT project intake and approval process, serving as senior technical liaison between business and development teams

Education

MBA (Marketing)

Loyola Marymount University | Los Angeles, CA

Computer Engineering

Loyola Marymount University | Los Angeles, CA

Skills

Product Management

- Data-driven experimentation
- AI-powered features
- Full product lifecycle management
- Cross-functional team leadership

Technical

- React Native
- Web/mobile platforms
- Analytics integration
- Workflow automation

Leadership

- Stakeholder alignment
- Fast-paced delivery
- Turning ambiguity into actionable plans

Volunteer Experience

LA Tech Connect Conference Lead

Product Managers Association of Los Angeles | Mar 2025 - Jun 2025

Mentor

Product Managers Association of Los Angeles | Oct 2021 - Nov 2023

- PMA.LA Mentorship Program

Growth Hacker, ie Website / SEO / Paid Acquisition

California Triathlon | Jan 2018 - Jan 2021

- Health sector volunteer work focused on digital growth strategies

Key Projects

- **Out of Pocket Game:** iOS gesture game with 4 play modes and 14 gestures, launched on App Store
- **Starring You AI:** AI-powered video personalization generating 400K+ user creations in 6 months
- **JJ Invites:** Fast-tracked product expansion into online invitations with tight timeline execution

- **ReadYourStory Growth:** Process automation driving 134% revenue increase over 2 years

- **Face Org Feature:** User profile system improving renewal rates by 28%

- **ComingSoon.net Redesign:** Website modernization achieving 22% pageview increase and 30% mobile traffic boost

Contact Information

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