




MARC GERALDEZ


Product Leader

Contact

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Education

Loyola Marymount University / MBA
(Marketing)
Loyola Marymount University /
Computer Engineering

Key Skills

Data Driven Strategy

Product Leadership

UI/UX Design & Prototyping

Growth & Engagement Optimization

Cross Functional Teamwork

Behavioral Analytics

Communication Skills

Process Improvement

AI-Enabled Growth

Profile

Senior Product Manager with 8+ years of experience building and scaling consumer products that drive engagement, retention and long-term value. Proven ability to design user-centric experiences for diverse audiences, translating data, research and feedback into measurable growth outcomes. Skilled at owning end-to-end product roadmaps, aligning cross-functional teams and implementing rapid learning loops that strengthen retention and LTV.

Professional Experience

Co-Founder / Product at ScholarTrail (May 2025–current)

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 at JibJab (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 and engaging AI-powered product that generated over 400K user-created packs within the first 6 months, driving increased user engagement and adoption
- Increased revenue of ReadYourStory by 101% the 1st year and 134% the 2nd year through automating processes that helped us scale sales
- Developed and launched Face Org, enabling users to create profiles with key dates (e.g., birthdays), which increased renewal rates by 16% in the 1st year and 28% in the 2nd year
- Increased push notification CTR by 30% with personalized vs. non-personalized campaigns

Product Manager at Scholly (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 of the product, introducing the concept of free trial and strategic price changes

Product Manager at StoryBots (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 companion apps for the Netflix original shows, Ask the StoryBots, StoryBots Super Songs and A StoryBots Christmas, while working on React Native versions for both iOS and Android

Product Manager at Evolve Media (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 a proprietary ad operations workflow manager by working with cross-functional stakeholders to improve process, user experience and performance