

# Mahraan Qadir

(989) 954-0600  
mahraan@gmail.com  
Seattle, WA

Product manager with an innate passion for all things gaming. Using a strong foundation in marketing and computer science, I thrive in working across business and product teams to deliver a successful and customer-first product experience.

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## Stably • Seattle, WA

### Director of Product Management

Oct 2018 – July 2019

Product launch of a blockchain stablecoin project with daily trading volume of +\$4 million

Defined product vision and market fit for use cases across cryptocurrency trading, payments, and remittance to build multiple products in conjunction with engineering, growing our assets under management to over \$6 million

Developed branding, messaging, and positioning to clearly articulate value proposition for multiple target audiences to successfully drive product integrations, resulting in a listing on the largest cryptocurrency exchange in the world, Binance

Designed and implemented marketing strategy across PR, website, email, promotional offers, event presence, influencer, creative, and social with a budget of less than \$40,000 to grow awareness by over 500% across several target audiences

## Microsoft Corporation • Redmond, WA

### Product Marketing Manager, Azure Gaming

Sep 2017 – Oct 2018

Incubation initiative for cloud gaming market entry

Informed and accelerated Azure's entry into \$2.5 billion cloud gaming opportunity through industry research and competitive analysis, defining marketing vision and expanding product roadmap to launch Microsoft Game Stack

Executed go-to-market strategy across event presence, PR, website, social, email nurture, promotional offers, and custom technical resources, resulting in a 54% increase in Azure gaming awareness among developers and 80% increase over existing benchmarks for engagement in marketing channels

### Product Marketing Manager, Xbox Live

Sep 2016 – Sep 2017

Product launch for new game streaming service, Mixer

Re-branded newly acquired game streaming service, adjusting messaging and executing a complex global launch across several go-to-market channels to drive awareness to users, with over 3 million views and engagements

Coordinated drumbeat marketing strategy for event presence, PR, creative, website, social, email nurture, live streams, and in-product, driving growth from 500,000 monthly active users to 7 million monthly active users

New feature development for Xbox Live

Drove feature prioritization with engineering through industry analysis and qualitative customer research, influencing product roadmap and marketing direction for the next generation of Xbox Live and services

Product launch for new game publishing tool, Xbox Live Creators Program

Established end-to-end marketing strategy and vision for product preview and launch, driving 2000 game developers to build with the program and 100+ games launched in the first 3 months

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## University of Michigan • Ann Arbor, MI

B.B.A. Marketing and Finance, with high distinction | B.S. Computer Science, with distinction

Sep 2012 – May 2016

Languages and Software: Unity, Photoshop, C++, C#, Java, Node.js, Python, SQL, R, JavaScript, HTML, CSS, VBA

Relevant Coursework: Video Game Design, Marketing Management, Corporate Finance, Financial Accounting, Operations Management, Computer Security, Data Structures and Algorithms, Web Development, Computer Architecture