



Marc Anthony Rosa

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about

Product Manager for growth-stage technology companies, with experience building marketplace, SaaS, and consumer products

education

The University of Notre Dame
BS, Mendoza College of Business
Finance, Mgmt. Entrepreneurship
Fall 2008 - Spring 2012

Franklin College of Switzerland
Summer 2010

skills

Product Design

Sketch 3 | Invision
Balsamiq | rapid prototyping

Front-End Development (beginner)

HTML & CSS | JavaScript
jQuery | Git and GitHub
Bootstrap

Data Analysis

SQL | NoSQL | Excel
Google Analytics

Lean Startup Methods

Customer Development
Product/Market Validation
Lean, Agile, and Scrum practices

work experience

Getty Images

Product Manager
November 2016 - present

Contributor Mobile

- Launched and grew the Contributor Mobile product line, which generated 215,000 image submissions and engaged 35,000 photographer users since launch
- Increased Daily Active Users by 130% and 7-Day Retention by 30% by introducing Suggested Keywords, Portfolio Stats, brief requests, and features that help users submit content and manage their portfolio.
- Designed and launched the company's contributor enrollment program, which is responsible for acquiring and activating all new creative photographers into Getty's marketplaces.

iStock Editor

- Launched Getty's first web app and editing tool - iStock Editor - which helps 120,000 monthly active users create image projects using iStock images
- Created a purchase path with 63% higher order conversion than the standard site flow, by introducing a workflow that helps users edit image projects prior to purchasing assets.

Buffer

Product Manager
July 2015 - June 2016

- Responsible for developing features used by two million users across Buffer's freemium and entry paid tier, including Social Media Calendar, Tailored Posts, and Buffer for Video
- Responsible for the launch of Buffer's first acquired company - Buffer Respond - by defining the initial feature-set, price & positioning, and go-to-market strategy.

Dose Media

Product Manager
September 2013 - July 2015

- Designed and launched four mobile apps generating over 400K downloads
- Created internal tools used to write, rank, and distribute viral content for Dose.com

Red Ventures

Paid Search Analyst
January 2013 - September 2013

- Developed paid search direct-response marketing strategies for 2nd largest partner (\$350k/month budget)

startup experience

Cannonball Projects

Founder, CEO
January 2013 - September 2013

- Created and launched an investor-backed social planning app.

DormDrinks (sold)

Owner, CEO
January 2010 - February 2011

- Led a ten-person student-run online grocery delivery company for university dorm service.