



Marc Anthony Rosa

1522 O'Neil St
Houston TX 77019

phone 239.287.6019

email marc.anthony.rosa@gmail.com
www.marcanthonyroza.com

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

Business and Startup Analysis

Go-To-Market Strategies |
Business Plan Modeling |
Build-vs-Buy Analyses

Interface Design

Sketch 3 | Invision Prototyping |
Balsamiq Wireframing

Front-End Development (junior)

HTML & CSS | JavaScript | jQuery

Digital Communication

MailChimp | Google Analytics |
Product Marketing | ASO

Lean Startup Methods

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

work experience

Product Creator

Buffer, Inc.
July 2015 - June 2016

Lead multiple product teams in designing, building, and growing features for Buffer's SaaS product and sister company, Respond by Buffer.

Designed features by researching and validating ideas, writing specs, wireframing prototypes, and creating high-fidelity interfaces with Sketch.

Helped define the functionality, pricing & positioning, go-to-market strategy, and launch for Buffer's first acquisition, Respond.

Responsible for the growth and product roadmap of Buffer's Social Media Calendar, Respond, Multiple Composers, Buffer for Video, and additional products used by two million users.

Product Manager

Dose Media (formerly Spartz Inc.)
September 2013 - July 2015

Created the suite of internal tools used to write & distribute content; including a custom CMS, a content analysis tool as well as a viral ranking tool.

Designed and launched 4 mobile apps generating over 400K downloads.

Paid Search Analyst

Red Ventures
January 2013 - September 2013

Developed paid search direct-response marketing strategies for the 2nd largest partner with a \$350k/month budget.

Marketing and Strategy Analyst

Cellnovo Ltd
June 2012 - August 2012

Led a website development and animation team to build a video tutorial website for patient education.

Served as a executive management team consultant for key company partnership opportunities.

startup experience

Founder, CEO

Cannonball Projects, Inc.
March 2011 - August 2011

Created and launched an investor-backed social planning app.

Owner, CEO

DormDrinks, LLC
January 2010 - February 2011

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

leadership and accomplishments

Contributing Author

The Launch Life
2013

Tech and Startup Columnist

The Observer
Fall 2011 - Spring 2012

First Place Winning Team

Notre Dame's StartupWeekend
Spring 2012

Entrepreneurial Scholar and Scholarship Recipient

McKelvey Foundation
Spring 2008

about

Product Manager and Business Analyst for startups and growth-stage technology companies, with experience building SaaS and consumer applications for three million users.