



marc anthony rosa

810 Dexter Ave N.
Apartment 701
Seattle, WA 98109
239.287.6019

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

skills

Product Design

Sketch 3 | Invision Prototyping |
Balsamiq Wireframing |
rapid prototype

Front-End Development (junior)

HTML & CSS | JavaScript | jQuery |
Bootstrap | Git

Data Analysis

MySQL | NoSQL | Excel |
Google Analytics

Lean Startup Methods

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

work experience

Product Manager

Getty Images
November 2016 - present

Contributor Mobile

Responsible for the engagement and retention of Getty Image's mobile photographer base

Managed the launch and growth of Contributor Mobile products for over 35,000 global photographers

Introduced Suggested Keywords, portfolio stats products, and Getty Image's enrollment program which is responsible for acquiring and activating all key photographer segments

In six months, increased Daily Active Users by 130% and 7-Day Retention by 30%; Automated 79% of imagery keywords used in search; generated more than 215,000 submissions since launch

iStock Editor

Led the design and launch of the iStock Editor, Getty Image's first web product for midstock customers

Since launch, generated 120,000 Monthly Active Users with a purchase conversion 63% higher than the core e-commerce workflow

Product Creator

Buffer
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.

Helped define the interface, 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 products used by two million users.

Product Manager

Dose Media
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 four 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.

start up experience

Founder, CEO

Cannonball Projects
March 2011 - August 2011

Created and launched an investor-backed social planning app.

Owner, CEO

DormDrinks
January 2010 - February 2011

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

about

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



Franklin Rosa