

# MaRisa Jackson

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## SUMMARY

Product Manager with 4 years of SaaS startup experience. Worked as a software developer before transitioning to a product manager. Applied my development background and user-centered methods to create great products that grew annual recurring revenues from **\$0 to \$4MM** and active users from **0 to 50,000+**.

## EXPERIENCE

### GameWisp, Remote

Product Manager

APRIL 2017 - PRESENT

- Designed, developed, and managed products that grew annual recurring revenue from **\$0 to \$4MM**.
- Conceptualized, directed, and **launched three different B2B & B2B2C SaaS products**.
- Designed and developed data collection tools to extract and interpret user data from **50,000+ active users**.
- Managed five full time employees and several contract hires across engineering, design, and data collection.
- Leveraged user feedback to iterate on existing features, **doubling on platform daily active users**.

Software Developer / Lead Software Developer

DECEMBER 2014 - APRIL 2017

- Served as engineering point of contact for the executive team, reporting directly to the CTO.
- Oversaw all engineering development across GameWisp's suite of products.
- Instituted best practices for our engineering team, including Git Flow, QA, and Agile methodologies.

## PROJECTS

**Recurring Billing System (WebApp, GameWisp)** - Industry-leading payment processing software that flawlessly processed hundreds of thousands of dollars of transactions per month

**Reward Management System (WebApp, GameWisp)** - Fulfillment system used by businesses and consumers to send, receive, and track rewards. Utilizes multiple APIs including Twitch and Discord.

**Admin Management System (WebApp, GameWisp)** - Internal administrative portal for non-technical teams (support, accounting, marketing) to perform their duties at scale

**ConcertWire (WebApp, Independent)** - Music app that utilizes the Ticketmaster and Spotify APIs to create a playlist based on upcoming concerts and the user's music taste

## LANGUAGES AND TOOLS

- SQL, Laravel, PHP, Ruby on Rails, Javascript, CSS, HTML, SASS, KnockoutJS, Node.js, Vue.js
- MixPanel, FullStory, Intercom, Google Analytics, Basecamp, Trello, Github, JIRA

## EDUCATION

**Nashville Software School, Nashville, TN**

APRIL 2014 - SEPTEMBER 2014

Six month full-time intensive software development program: full stack Node.js and Rails projects