

Mars Escobin

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Over 7 years of experience managing products, people, and processes in high growth startups based in Asia and North America.

Professional Experience

Boostbot.ai
(Accelerating Asia)
2023

Product Manager

- Launched an AI powered search tool that tripled paying users in 6 weeks and became the [#2 Product of the Day](#) in Product Hunt.
 - Led the product development from concept to delivery. Key responsibilities included user research, developing customer journey maps, overseeing design, roadmapping, and managing rigorous testing phases among others.

Magic
(Y Combinator)
2021-2023

Product Manager

- Built a two-sided platform for a freelancer marketplace in 4 months
- Grew revenue 5x in 9 months by partnering with Sales, Ops, and Finance
 - Built sales integrations, a billing system, user management tools, etc.,
- Decreased Support tickets by 50% by partnering with Deel (see case study here [here](#))
- Increased retention 8x by partnering with Hiring and HR
 - Built an ATS, onboarding, payment dashboards, etc.,
- Moonlighted as analytics engineer
 - Managed data pipelines through Big Query and DBT
 - Built SQL reports through Looker and Metabase

2020

B2B Project Manager

- Added 15% revenue through new business development
- Led the service fulfillment and business continuity strategy during COVID 19 restrictions
- Managed a portfolio of accounts from traditional SMBs to tech startups

2019

Operations Project Manager

- Cut service delivery costs by 20% through automations
- Coded a chatbot that is used for performance management of contractors (still used by 1000+ users)
- Wrote Magic's first ever Freelancer Playbook

2017-2018	Operations Manager <ul style="list-style-type: none"> Managed 30% of Operations Cut service delivery cost by 40% through performance optimization Drove user retention up while maintaining 30-50% margin
2016	Operations Supervisor, Team Lead, and Creative Solutions Specialist <ul style="list-style-type: none"> Developed quality control systems to deliver at least 95% service quality and increase retention and revenue Promoted three times within the same year

Training & Education

2021	<u>Product Management Fundamentals with Lenny Rachitsky</u> 3-week workshop on Product Management attended by over 150 PMs mostly in North America and Europe
2019	<u>Scientific Computing and Python for Data Science Data Science at WorldQuant University</u> Earned an honor certificate in an 8-week virtual bootcamp on Python and Data Science
2017-2018	Web development at Tuitt Coding Bootcamp 6 month in-office coding bootcamp on web development (HTML, CSS, Bootstrap JS, JQuery PHP, Laravel)
2010-2016	BS Economics at the University of the Philippines Co-Founder, Prime Minister, UP Model United Nations

Tools

Collaboration & Research

Miro
Figjam
Loom
Google Suite
Notion

Project Management

Shortcut
Gitlab
ClickUp
Kitemaker

Data Analytics

Metabase
DBT
BigQuery
Google Looker
Google Collab
Jupyter Notebook
Fivetran

Product Analytics

Mixpanel
Google Analytics

Product Design

Figma

Programming

Python
SQL
Javascript
React
HTML & CSS
Google Apps Script