

# Mars Escobin

(+1) 415-799-4834 | [Website/Portfolio](#) | marsescobin@gmail.com

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

## Training & Education

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