Mars Escobin

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

Professional Experience

Boostbot.ai
(Accelerating Asia)
2023

Product Manager

- Built and launched an AI powered influencer search platform that would get #2 Product of the Day in Product Hunt
- Tripled paying users in 6 weeks

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.com
  - 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 for Sales
  - Built dashboards and reports using SQL and a combination of tools - Big Query, DBT, Looker and Metabase

2020

B2B Project Manager

- Added 15% revenue thru 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
- Built in-house software with engineering team that improved service quality by 15%
- Coded a chatbot to run daily performance reports (still used by 1000+ users)
- Wrote Magic's first ever Freelancer Playbook

2017-2018	**Operations Manager**

- 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**

- Developed quality control systems to deliver at least 95% service quality and increase retention and revenue
- Promoted three times within the same year

Education and Training

2021	**Product Management Fundamentals with Lenny Rachitsky**

3-week workshop on Product Management attended by over 150 PMs mostly in North America and Europe

2019	**Scientific Computing and Python for Data Science Data Science at WorldQuant University**

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

Programming
Python
SQL
HTML & CSS
Google Apps Script

Product Design
Figma