

Ben Kaplan

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PROFESSIONAL EXPERIENCE **Zynga** - San Francisco, CA
Product Manager: Zynga Poker **July 2019 – present**

- Owns Zynga Poker’s payer lifecycle and merchandising
 - Segmented Poker’s storefront to show relevant products to users based on purchase behavior, increasing ARPU by +3% across mobile platforms, driven by conversion
 - Created a holistic system to segment Poker’s payers and provide them with meaningful offers. These initiatives drove ARPU by +5% over 6 months.
- Owns Zynga Poker’s anti-fraud initiatives, developing new features and re-purposing existing ones in order to prevent chips from being generated and sold to players through automated account activity
 - These efforts reduced daily illicit currency generation and transfer by over 99.9%, without creating a negative experience for legitimate users

Project Mayhem & Minecraft Infected - Pittsburgh, PA www.minecraft-infected.com

CEO & Founder **Sep 2014 – present**

- Project Mayhem is a PC gaming company and gaming community
- Over \$150,000 in total revenue in the first two years
- Over 450,000 unique users in the first two years
- Leads a team of over 20 concurrent staff and volunteers
- Designs games and features, owns the roadmap, and determines marketing strategy

Blizzard Entertainment - Irvine, CA

Program Manager Intern: Battle.net Mobile App **May 2018 – Aug 2018**

- Established a clear vision for the Battle.net Mobile app by developing KPIs and metrics with the help of SQL, Excel, and R
- Created functional specifications for ten projects to help the team reach their KPIs
- Shipped a feature to enable rendering GIF messages in chat
- Developed a cohesive plan to market and grow the app

Zynga - San Francisco, CA

Product Manager Intern: Zynga Poker **May 2017 – Aug 2017**

- Improved player engagement by +17% and increased revenue by +7% (+\$750K/year) by designing and implementing a feature that provides personalized experiences to users
- Performed AB tests to determine the benefits of in-game currency grants to users
 - Found that poker chip grants to certain segments have a large DAU impact (+3%)
 - Designed an automated system to regularly perform optimized in-game currency grants

EDUCATION **Carnegie Mellon University** - Pittsburgh, PA

Bachelor of Science in Decision Science **Aug 2015 – May 2019**

- Coursework: Fundamentals of Computer Programming, Behavioral Economics, Causal Inference, Decision Analysis, Empirical Research Methods, and Behavioral Decision Making
- Senior Honors Thesis: The effects of election forecasts on voter turnout in the United States
- Dietrich College Dean’s List: Spring 2019, Fall 2019, Spring 2018, Fall 2017, Spring 2017, Fall 2016
- End the Rain: Founded an organization with the goal of creating automated umbrella dispensers for the CMU community. Local news story - https://youtu.be/jF_zNlm0cr0