Maya N. Brooks

Award-winning product manager and process geek with high EQ. Results-oriented product builder with experience in Fintech & EdTech products.

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Skills

- Wireframing/ Rapid Prototyping/ MVPs
- Customer Discovery & Survey Design
- Go-to-Market Strategy

- HTML5/CSS3/JavaScript/jQuery/ NodeJS/Git/ APIs
- Integrated Data Analysis - Google Analytics, Mixpanel, Metabase

- Technical Project Mgmt (JIRA, Trello)
- MS Excel (Pivot Tables, VLOOKUP)
- Financial Analysis / Modeling

Experience

IFundWomen, New York (Startup funding marketplace for women-owned businesses with over 100K members – Hire #4 outside of founding team)

Sr. Product Manager   NOV 2019 – PRESENT

- Own & Define the product roadmap with C-Suite and development team to ship over 30 key products & features per quarter; Maintain an active rapid ideation -> shipping environment where 56% of product shipped were "new" features/products
- Led the cross-departmental planning and strategic implementation across departments of a 6-month migration of customer payment data, subscription products, and customer accounts from Stripe to Drupal
- Led ideation, design, and re-launch of the IFW Grant platform taking the process from manual (Typeform) to automated using a React front-end and custom backend; Directed the engineering team on a detailed mapping process for backend values to front-end labels

Product Manager   JAN 2019 – OCT 2019

- Scoped, wrote, built, and launched the IFW EdTech coaching subscription platform soup to nuts with 10-week sprint (NPS – 78)
    - Scaled subscription coaching platform from 0 to ~600 paying members; generating realized subscription MRR of $16K in first 6 mos.; driving an average of 50% growth in MRR QoQ to date & driving overall top-line revenue of over $400K to date
    - Custom built an onboarding system, account management dashboard, and gated content by using third-party APIs, widgets, and custom web development skills (HTML, CSS, JavaScript) on the Squarespace CMS
    - Created a bespoke financial and membership reporting dashboard for the EdTech platform to track success across several KPIs
- Led the cross-departmental planning and strategic implementation of a 9-month technical site redesign of the main website resulting in 50% growth in average site users per month and 60% reduction in average bounce rate
- Optimized the customer service process by completing a full Zendesk Integration resulting in a 200% productivity increase & over 5,000 tickets resolved
- Coached over 100 early stage entrepreneurs on how to build revenue generating MVPs using the Lean Startup methodology
- Established an Agile Development process - 2-week sprint & release timelines with our offshore development team; Created product documentation (user stories, product requirements, and competitive analysis) for the product and engineering departments

COFFEE & CODED (An educational event series created to inspire women to #trytech through courses in code, design, and entrepreneurship)

Creator & Founder   APR 2018 – PRESENT

Responsibilities: Marketing & Paid Ad Strategy, Curriculum Design, E-Commerce & Merchandise Operations, Web Development, Product & Project Management

Accomplishments: Served over 1,000 workshop participants; Secured corporate event partnerships and sponsorships with several Fortune 500 companies *(PWC, Flatiron School, Silicon Valley Bank, SAMSUNGNEXT, Galvanize, Rise NY)*; Raised $5.4K on Kickstarter (130% funded); Launched an Ambassador program with over 20 female influencers in tech; Launched an Ecommerce Store with over 1,000 orders fulfilled to date

JPMorgan Chase & Co., New York (Government, Healthcare, HigherEd, Nonprofit)

Commercial Banker, Associate   FEB 2018 – APR 2018

- Co-managed 40 client accounts using CRM and pipeline management tools; Deepen customer relationships and client communication via a dedicated, hands-on, integrated approach
- Supported active sales and calling effort, which drove a 12% increase in total revenue for the team year over year
- Defined and executed market strategy designed to penetrate 3 new regions and acquire new business and exceed KPIs

Commercial Bank Analyst   JUN 2015 – JAN 2018

- Performed detailed financial analysis by using 10Ks, ratings reports, and other financial statements to develop insights on a client's creditworthiness and financial stability in order to evaluate deals involving the bank's credit products; Present deal opportunity memos for approval to division-wide credit risk approval committee
- Executed credit and procurement (treasury) driven RFPs for financial transactions ranging from $25MM-$250MM per deal
- Managed and identified credit, firm-wide, legal, and regulatory risk to protect the business as well as clients

Select Activities & Awards

Best Product With Social Impact Award 2019 / The Product Group

The Product Management Awards are the leading international award honoring excellence in Product Management. Selected by committee.

Lead Organizer / Techstars Startup Weekend (2019)

Organized, led, and managed a startup hackathon weekend with over 50 participants, 20 mentors, and 5 expert judges in the VC space. Secured over $10K in sponsorship money from Fortune 500 Brands.

Lead Instructor / General Assembly (2017-present)

Led instruction and curriculum development for 2-hour Intro to Code workshop with approximately 30 students per class.

Education & Training

New York University, NY (2015)
Bachelor of Arts, Economics *(with honors)*
Minor: Business Studies (Stern School of Business)

JavaScript Development / General Assembly

Front-End Web Development / General Assembly

Google Analytics Individual Qualification / Google

Python Data Structures / University of Michigan via Coursera