


Benji J


PRODUCT MANAGER

American Citizen, based in Argentina


Time Zone: Americas / NYC / Buenos Aires

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Tools

PRDs OKRs KPIs AGILE SCRUM KANBAN SQL GIT APIs
JIRA FIGMA MIRO SLACK TYPEFORM MAILCHIMP SSH VIM
VYSOR LINUX HTML CSS BOOTSTRAP POSTMAN 

Skills

Experienced

Product Development | Product Strategy | Manage Product
Launches | Problem-Solving Skills | Agile Environment |
Technical Development | Stakeholder Alignment | UX Op-
timization | Product UX Quality Assurance [QA] | Node.js
| Version Control Systems [VCS] | Source Code Manage-
ment [SCM] | Revision Control Systems [RCS] | Startup
XP. Stages: A, Pre-Seed | Speaks: English, Spanish, Por-
tuguese | SaaS | B2C | B2B2C | B2B

In Training

Metrics-driven, with a test-and-learn approach to meeting
goals. OK to make decisions with incomplete information
and be accountable for the results. | User Acquisition, User
Engagement [MAU & CSAT], Conversion Rates, Retention
Rates | Growth mindset and coachable, willing to jump in
and learn new things.

Interests

Focus Areas

- Data Analytics
- Dashboards & Data Visualization
- Information Architecture
- UX Research
- UX/UI Design and Service Design
- Computer Forensics
- Virtualization & Cloud Computing
- Longtermism, Effective Altruism
- Startups & Product Growth

Industries and Business Models

- Crypto, Blockchain, RealFi
- Fundraising and Social Impact
- SaaS: Media, EdTech, Fintech
- Product Transformation, Task Man-
agement Systems
- Cybersecurity & Data Privacy
- AI for Customer Experience [CX]
- #B2C #B2B2C #B2B

Professional Summary

Experienced Product Manager with 5+ years of building SaaS B2C & B2B products. Proven track record of leading cross-functional teams in pre-seed incubation and public launch. Skilled in data-driven decision-making, UX optimization, and user acquisition strategies for early-stage startups. Passionate about creating meaningful social impact through innovative products that blend tech, media, and wellbeing.

Work History

12/22–today	Product Manager @ NEWM: Web3 Music Ecosystem Product Quality Manager [Web + Mobile] MOBILE + WEB PRODUCTS: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING APP <ul style="list-style-type: none">• Launching UX Research team initiatives, providing product discovery• Establishing growth path using product metrics, and data analytics• Informing product decisions with UXR input & Customer Experience• Setting data-informed product cycle: product idea to post-launch
05/24–today	Product Manager [Web] WEB PRODUCT LAUNCHES: NEWM STUDIO, STREAM TOKEN MARKETPLACE & THE RECORDSTORE <ul style="list-style-type: none">• Streamlined UX flow for listeners to access music from 100+ artists• Enabled the first 50+ monthly active users [MAU] to platform• Represented company at industry event: NFTxLV, Las Vegas• Integrations with third-party service providers, APIs, streamlining the signup [KYC], distribution and payment experience
12/22–09/24	Product Specialist @ PREFERATI PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS FEATURES <ul style="list-style-type: none">• Team lead built an ATS [Applicant Tracking System] from scratch• Company app gamification: user profile, metrics prototyping• Tracked product opportunities, defining MVP and new feature ideas
07/20–7/21	Product Marketing Manager @ WILLDOM PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER For 15K Users <ul style="list-style-type: none">• Built content strategy plan for 15K subscribers• Prepared hackathon to impact on team morale and company culture
11/19–5/20	Back End Web Developer @ ROSS OUTSIDE THE BOX PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS
2012–2020	Ethnographic Researcher @ UNICAMP, with CAPES Research Grant PRODUCT LAUNCHES: MASTER THESIS ON URBAN ART [ETHNOGRAPHY @BRAZIL/ARGENTINA], IN THE NAME OF WILD [2022 DOCUMENTARY, BY PHILLIP VANNINI]

Education

2019–today	System's Analyst	[ESCMB/UNC – Córdoba, Argentina]
2012–2014	Master's in Sociology	[UNICAMP – São Paulo, Brazil]
2002–2009	Graduate in Sociology	[UBA – Buenos Aires, Argentina]

Personal Projects

March 2023	Hackathon @Think & Dev	[We won Clean Code Prize]
Autumn2023	Pre-seed Web3 Incubation @Speezard	[Invited with Fee Waiver]
Sept. 2023	Hackathon @Buildathon ETH Argentina	[We got Quadratic Funding]
2023–today	Co-Founder w/@FrancoCerino	[GIVER — Donations: Pre-Startup Stage]
2018–today	Founding Member, Writer, PM	[SUSTAINABLE DEVELOPMENT FOUNDATION]
2016–2019	Self-Published Book	[INEXTRICABLE PUBLISHER]