



Benji J

PRODUCT MANAGER
@NEWM
SOCIOLOGIST & SYSTEM'S ANALYST
American, based in Argentina

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Summary

I'm analytically inclined. I aim for market fit, scope, User Experience [ux] , apply results, measure, and iterate. Understanding business, and humans, is critical — and fun.

Tools

AGILE SCRUM KANBAN OKRs KPIs GIT JIRA B2C B2B VIM
FIGMA MIRO DNS AWS HTML CSS BOOTSTRAP LINUX \LaTeX

Skills

- Delivery: User, Customer, Business
- Managing Product Trade-Offs
- Backlog Prioritization
- Task-Level Definition/Estimation
- Product UX Quality Assurance [QA]
- Product Development Process
- Continuous Development
- Agile Methodologies

Interests

- Web3, Crypto, DeFi, RealFi, ADA
- Fundraising and Social Impact
- Product Growth Hacking, Startups
- Product UX, Product Design
- UX Research [UXR]
- Information Architecture
- Longtermism, Effective Altruism
- AI for Education & Sustainability
- Human-Computer Interaction [HCI]

Work History

- 12/22–today

Product
@ NEWM: Web3 Music Ecosystem
Product Quality Manager [Web + Mobile]
MOBILE + WEB PRODUCTS: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING APP
 - Identifying trends, bug fixes, enabling enhancements for end users
 - Informing product decisions with UXR input & Customer Experience
 - Establishing growth path using product metrics, and data analytics
 - 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
 - Solving musicians' problems: 100% royalty ownership for life
 - Improving view and buy UX flow and usability V1.0 > V2.0
 - Aligning and informing stakeholders by PRD implementation
 - Reducing product development steps and carry to delivery
- 12/22–09/24

Project Manager
@ PREFERATI
PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS FEATURES
 - Team lead building an ATS (applicant tracking system) from scratch
 - Implementing CRM and WordPress CMS improvements and features
 - WordPress CMS: wireframing, picture editing, SEO improvement
 - Sprint planning, backlog grooming, workflow and resolution
 - Leading software team projects from planning to deploy, on time
 - Company app gamification: user profile, metrics prototyping
 - Tracking product opportunities, defining MVP and new feature ideas
 - Webpage overview: wireframing, picture editing, SEO improvement
- 08/21–07/22

Product Marketing Manager
@ WILLDOM
PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER For 15K Users
 - Building content strategy plan with developers, talent and marketing
 - Interviewing subject-matter experts [SME] to create content
 - Preparing hackathon to impact on team morale and company culture
 - Aligning company strategy with C-Level to promote onboarding
 - Preparing and Measuring OKRs and KPIs impact on team morale
 - Producing company templates for OKR documentation
- 07/20–7/21

Back End Web Developer
@ Ross OUTSIDE THE BOX
PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS
 - Building big data workflow (knife) with testing performance (e2e)
 - Creating CRUD components with nodejs and expressjs
 - Cybersecurity: Securing authentication with proper hash storage
 - Deliverables on schedule for client
- 11/19–5/20

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]

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