



Benji J

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

- in LinkedIn
- 3-Min Pitch [tinyurl.com/2kpp8nr9]
- venhamon@gmail.com

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 SAFe OKRs KPIs GIT B2C B2B2C
JIRA FIGMA SQL HTML CSS BOOTSRAP LINUX VIM ~~TeX~~

Skills

- Delivery: User, Customer, Business
- Managing Product Trade-Offs
- Backlog Prioritization
- Product UX Quality Assurance [QA]
- Product Development Process
- Continuous Development
- Agile Methodologies
- Data Analytics
- Speaks: English, Spanish, Portuguese

Interests

- Web3, Crypto, DeFi, RealFi, ADA
- AI for Education & Sustainability
- Fundraising and Social Impact
- Human-Computer Interaction [HCI]
- Product Growth Hacking, Startups
- Longtermism, Effective Altruism
- Information Architecture
- #B2C #B2B2C #B2B

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
 - Launching UX Research team initiative, 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
 - Streamlined UX flow for listeners to access music from 100+ artists
 - Enabling the first 50+ monthly active users (MAU) to platform
 - Represented company at industry event: NFTxLV, Las Vegas
 - Partnering with business development, legal distribution and sales, and 3rd party APIs (Eveara, Idenfy, DexHunter, Charlie3) streamlining the distribution and payment experience
- 12/22–09/24

Product Specialist
@ PREFERATI
PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS FEATURES
 - Team lead building an ATS (Applicant Tracking System) from scratch
 - Company app gamification: user profile, metrics prototyping
 - Tracking product opportunities, defining MVP and new feature ideas
- 08/21–07/22

Product Marketing Manager
@ WILLDOM
PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER For 15K Users
 - Building content strategy plan for 15K subscribers
 - Preparing hackathon to impact on team morale and company culture
- 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)
 - Cybersecurity: Securing authentication with proper hash storage
- 11/19–5/20

Co-Founder
@ JUICE BAR
NON-TECH PRODUCT LAUNCHES
 - Top 5 local pioneer of beverages with no added artificial sugar
 - Built product process from scratch with co-founders: from ideation, funding and budgeting, planning, operations, marketing, execution.
- 2016–2017

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' Highlights

- 2023-03

Hackathon @Think & Dev

We won Clean Code Prize
- 2023-Q2

Pre-seed Web3 Incubation @Speezard

Invited with Fee Waiver
- 2023-09

Hackathon @Buildathon ETH Argentina

We got Quadratic Funding
- Last update:

2024.08.19