


Benji J


PRODUCT MANAGER

American Citizen, based in Argentina

Time Zone: Americas / NYC / Buenos Aires

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youtu.be/OZlIEEaVq0?t=5203

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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 \LaTeX

Skills

Experienced

- Startup: Stages A, and Pre-Seed
- Agile Methodologies
- Product Development & Strategy
- SaaS | B2C | B2B2C | B2B
- Web3, Crypto, DeFi, ADA, Cardano
- Growth mindset and coachable, willing to jump in and learn.
- Speaks: English, Spanish, Portuguese

In Progress

- Mobile Development Workflows
- User Acquisition, User Engagement, Conversion and Retention Rates
- Pricing Models and Cohort Analysis

Interests

Focus Areas

- Data Analytics
- Dashboards & Data Visualization
- Compliance Tech
- UX Research and User Case Studies
- Interaction and Service Design
- Voice over Internet Protocol [VoIP]
- Computer Forensics
- Longtermism, Effective Altruism
- Startups & Product Growth

Industries and Business Models

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

Professional Summary

Experienced Product Manager with 5+ years of building innovative SaaS web and mobile products, on technical open-source projects, Blockchain, Web3, Crypto, DeFi. Has led teams in pre-seed incubation and public launch. Skilled in data-driven decision-making, UX optimization for early-stage startups. Passionate about product strategy, creating meaningful social impact, and building with great teams.

Work History

12/22–today	Product Manager @ NEWM: Web3 Music Ecosystem Product Quality Manager [Web + Mobile] PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING (B2B2C, B2C, B2B) <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 Quality Manager [Web + Mobile] PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE & RECORDSTORE (B2C, B2B) <ul style="list-style-type: none">• Proven results: Enabled the first 50+ active users to platform• Streamlined UX flow for listeners to access music from 100+ artists• Represented company at industry event: NFTxLV, Las Vegas• Integrations with third-party service providers, APIs, streamlining the sign up [KYC], distribution and payment experience
12/22–09/24	Product Manager [Web] PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE & RECORDSTORE (B2C, B2B) <ul style="list-style-type: none">• Proven results: Enabled the first 50+ active users to platform• Streamlined UX flow for listeners to access music from 100+ artists• Represented company at industry event: NFTxLV, Las Vegas• Integrations with third-party service providers, APIs, streamlining the sign up [KYC], distribution and payment experience
08/21–07/22	Product Specialist @ PREFERATI PRODUCT LAUNCHES: APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS (B2B2C, B2B) <ul style="list-style-type: none">• Proven results: Improved sales for Truck Dealership site• Team lead built an ATS [Applicant Tracking System] from scratch• Company app gamification: user profile, metrics prototyping
07/20–7/21	Product Marketing Manager @ WILLDOM PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER (B2B) <ul style="list-style-type: none">• Proven results: 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 (B2B)
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]