


# 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

Startup Experience. Stages: A, Pre-Seed | Product Development | Product Strategy | Manage Product Launches | Problem-Solving Skills | Agile Environment | Technical Development | Stakeholder Alignment | UX Optimization | Know your customer [KYC] | Product UX Quality Assurance [QA] | Node.js | Version Control Systems [VCS] | Source Code Management [SCM] | Revision Control Systems [RCS] | Speaks: English, Spanish, Portuguese | 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
- 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 B2C, B2B, and B2B2C products, in creator platforms, and digital content creation. Proven track record of leading teams in pre-seed incubation and public launch. Skilled in data-driven decision-making, UX optimization for early-stage startups. Passionate about creating social impact through products that blend tech, media, and wellbeing.

## Work History

12/22–today	<b>Product Manager</b> <b>@ NEWM: Web3 Music Ecosystem</b>
05/24–today	<b>Product Quality Manager [Web + Mobile]</b> PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING (B2B2C, B2C, B2B) <ul style="list-style-type: none"><li>• Launching UX Research team initiatives, providing product discovery</li><li>• Establishing growth path using product metrics, and data analytics</li><li>• Informing product decisions with UXR input &amp; Customer Experience</li><li>• Setting data-informed product cycle: product idea to post-launch</li></ul>
12/22–09/24	<b>Product Manager [Web]</b> PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE & RECORDSTORE (B2C, B2B) <ul style="list-style-type: none"><li>• Streamlined UX flow for listeners to access music from 100+ artists</li><li>• Enabled the first 50+ monthly active users [MAU] to platform</li><li>• Represented company at industry event: NFTxLV, Las Vegas</li><li>• Integrations with third-party service providers, APIs, streamlining the signup [KYC], distribution and payment experience</li></ul>
08/21–07/22	<b>Product Specialist</b> <b>@ PREFERATI</b> PRODUCT LAUNCHES: APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS (B2B2C, B2B) <ul style="list-style-type: none"><li>• Team lead built an ATS [Applicant Tracking System] from scratch</li><li>• Company app gamification: user profile, metrics prototyping</li><li>• Tracked product opportunities, defining MVP and new feature ideas</li></ul>
07/20–7/21	<b>Product Marketing Manager</b> <b>@ WILLDOM</b> PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER (B2B) <ul style="list-style-type: none"><li>• Built content strategy plan for 15K subscribers</li><li>• Prepared hackathon to impact on team morale and company culture</li></ul>
11/19–5/20	<b>Back End Web Developer</b> <b>@ ROSS OUTSIDE THE BOX</b> PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS (B2B)
2012–2020	<b>Ethnographic Researcher</b> <b>@ UNICAMP, with CAPES Research Grant</b> PRODUCT LAUNCHES: MASTER THESIS ON URBAN ART [ETHNOGRAPHY @BRAZIL/ARGENTINA], IN THE NAME OF WILD [2022 DOCUMENTARY, BY PHILLIP VANNINI]

## Education

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

## Personal Projects

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