



Benji J

PRODUCT MANAGER

American Citizen, based in Argentina

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Tools

PRDs OKRs KPIs FIGMA JIRA AGILE SCRUM KANBAN GIT
TYPEFORM SQL HTML CSS BOOTSTRAP LINUX SSH \LaTeX

Skills

- Stakeholder Alignment
- Go-To-Market Strategy [GTM]
- Product Development Process
- Product UX Quality Assurance [QA]
- User Acquisition: Number of signups
- User Engagement: Monthly Active Users (MAU)
- Conversion Rates: In-app purchases
- Retention Rates: Churn rate
- Speaks: English, Spanish, Portuguese

Interests

Focus Areas and Company Stage

- Data Analytics
- Information Architecture
- UX/UI Design and Service Design
- Human-Computer Interaction [HCI]
- Startups & Product Growth

Industries and Business Model

- Crypto, Blockchain, RealFi
- Fundraising and Social Impact
- AI for Sustainability
- SaaS: Media, EdTech, Fintech
- Music-Tech
- Meditation & Wellbeing
- Cybersecurity
- #B2C #B2B2C #B2B

Professional Summary

Experienced Product Manager with 5+ years in developing innovative B2C products. Proven track record of leading cross-functional teams from pre-seed incubation to 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
05/24–today	Product Quality Manager [Web + Mobile] MOBILE + WEB PRODUCTS: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING APP <ul style="list-style-type: none">• 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
12/22–09/24	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• Partnered with business development, legal, sales, and 3rd party APIs streamlining the distribution and payment experience
08/21–07/22	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]