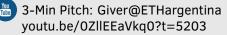
Benji J

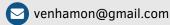
Product Manager

American Citizen, based in Argentina

Time Zone: Americas / NYC / Buenos Aires







Tools

PRDs OKRs KPIs AGILE SCRUM KANBAN SQL GIT APIS ITRA FIGMA MIRO SLACK TYPEFORM MATI CHIMP SSH. VIM VYSOR LINUX HTML CSS BOOTSTRAP POSTMAN LATEX

Skills -

Experienced

- · Startup: Stages A, and Pre-Seed
- Product Development & Strategy
- SaaS | B2C | B2B2C | B2B
- Web3, Crypto, DeFi, ADA, Cardano
- Growth and Execution Mindset
- · Speaks: English, Spanish, Portuguese

In Progress

- Large-Scale Scrum [LeSS]
- · User Acquisition, User Engagement, Conversion and Retention Rates
- Pricing Models and Cohort Analysis
- Mobile Development Workflows
- Gamification
- Customer Journey Maps (CJM)

Interests

Focus Areas

- Data Analytics & Dashboards
- · 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 leaded 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] 05/24-today

PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING (B2B2C, B2C, B2B)

- · 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 Product Manager [Web]

12/22-09/24

PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE & RECORDSTORE (B2C, B2B)

- · 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 signup [KYC], distribution and payment experience

08/21-07/22 Product Specialist

@ Preferati

PRODUCT LAUNCHES: APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS (B2B2C, B2B)

- · 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)

- · 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]