Benji J

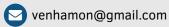
PRODUCT MANAGER

American Citizen, based in Argentina

Time Zone: Americas / NYC / Buenos Aires



3-Min Pitch: Giver@ETHargentina youtu.be/0ZllEEaVkq0?t=5203



Tools

PRDS OKRS KPIS AGILE SCRUM KANBAN SQL GIT APIS JIRA FIGMA MIRO SLACK TYPEFORM MAILCHIMP SSH VIM VYSOR LINUX HTML CSS BOOTSTRAP POSTMAN LTFX

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 SaaS B2C & B2B products. Proven track record of leading cross-functional teams in pre-seed incubation and 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]

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

- $\cdot \, Launching \, UX \, Research \, team \, initiatives, \, providing \, product \, discovery \,$
- · 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)

- · Streamlined UX flow for listeners to access music from 100+ artists
- · Enabled the first 50+ monthly active users [MAU] to platform
- \cdot 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)

- · 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 (B2B)

- · 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],

[UBA - Buenos Aires, Argentina]

[INEXTRICABLE PUBLISHER]

IN THE NAME OF WILD [2022 DOCUMENTARY, BY PHILLIP VANNINI]

Education

2016-2019

2019-today	System's Analyst	[ESCMB/UNC – Córdoba, Argentina]
2012–2014	Master's in Sociology	[UNICAMP — São Paulo, Brazil]

2002–2009 Graduate in Sociology

Self-Published Book

Personal Projects

March 2023	Hackathon @Think & Dev	[We won Clean Code Prize]
Autumn2023	Pre-seed Web3 Incubation @Sp	eezard [Invited with Fee Waiver]
Sept. 2023	Hackathon @Buildathon ETH Ar	gentina [We got Quadratic Funding]
2023-today	Co-Founder w/@FrancoCerino	[GIVER — Donations: Pre-Startup Stage]
2018-today	Founding Member, Writer, PM	[SUSTAINABLE DEVELOPMENT FOUNDATION]