



Benji J

PRODUCT MANAGER  
@NEWM  
SOCIOLOGIST & SYSTEM'S ANALYST  
American, based in Argentina

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## Profile

I'm analytically inclined. I aim for market fit, scope, User Experience [UX], apply results, measure, and iterate. Understanding business, and humans, is critical — and fun.

## Tools

AGILE SCRUM KANBAN OKRs KPIs GIT JIRA B2C B2B VIM  
FIGMA MIRO DNS AWS HTML CSS BOOTSRAP LINUX TEX

## Skills

- Delivery: User, Customer, Business
- Managing Product Trade-Offs
- Backlog Prioritization
- Task-Level Definition/Estimation
- Product UX Quality Assurance [QA]
- Product Development Process
- Continuous Development
- Agile Methodologies

## Interests

- Web3, Crypto, DeFi, RealFi, ADA
- Product Growth Hacking, Startups
- Product UX, Product Design
- UX Research [UXR]
- Information Architecture
- Longtermism, Effective Altruism
- AI for Education & Sustainability
- Human-Computer Interaction [HCI]

## Work History

- 12/22–today **Product**  
@ **NEWM: Web3 Music Ecosystem**  
**Product Quality Manager [Web + Mobile]**  
MOBILE + WEB PRODUCTS: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING APP
  - Identifying trends, bug fixes, enabling enhancements for end users
  - Informing product decisions with UXR input & Customer Experience
  - Establishing growth path using product metrics, and data analytics
  - 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
  - Solving musicians' problems: 100% royalty ownership for life
  - Improving view and buy UX flow and usability V1.0 > V2.0
  - Aligning and informing stakeholders by PRD implementation
  - Reducing product development steps and carry to delivery
- 08/21–07/22 **Project Manager**  
@ **PREFERATI**  
PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS FEATURES
  - Team lead building an ATS (applicant tracking system) from scratch
  - Implementing CRM and WordPress CMS improvements and features
  - WordPress CMS: wireframing, picture editing, SEO improvement
- 07/20–7/21 **Product Marketing Manager**  
@ **WILLDOM**  
PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER For 15K Users
  - Building content strategy plan with developers, talent and marketing
  - Interviewing subject-matter experts [SME] to create content
  - Preparing 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 ]

## Building

- August 2024 **Earthworms –Project: Giver V0.4** [ VC Hunting – Córdoba, Argentina ]
- August 2023 **Buildathon –Project: Giver V0.3** [ ETH Argentina – Buenos Aires ]
- May-Jul 2023 **Web3 Accelerator –Project: Giver V0.2** [ SPEEZARD – Buenos Aires ]
- March 2023 **Hackathon –Project: Trustpay V0.1** [ THINK & DEV – Córdoba, Argentina ]

## Projects and Collaborations

- 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 ]

Last update:  
2024.08.07